

Kirkside Workshop #2 – Concept, Targeted Outcomes and Strategies for Design

Thursday, 05 March 2020, 1:00-6:30 . . . @ Roxbury Art Center

Workshop Purpose

To unite community members around a working committee structure that takes a hands-on approach to developing all aspects of the ongoing planning process for the Inn at Kirkside project,

in a way that fosters collaboration and partnerships while engaging community members in a comprehensive, transparent, inclusive and cooperative process,

so that the project's targeted outcomes and strategies for implementing tangible action items continue to take shape and move the project into the Design Phase through a unified community-sourced voice.

Workshop Products / Targeted Outcomes

Functional

1. Clear direction and unity around the process for moving the project forward into implementation with targeted outcomes and strategies identified for each of the following committees:
 - Fundraising, Communications, and Marketing
 - Curriculum, Education, and Building Programming
 - Facilities, Building and Grounds Design
 - Community-Sourced Events
2. A clear and unified message about the project and a task list with timeline (roadmap) for marketing and fundraising activities needed to prepare for Design
3. A list of potential curriculum topics that should be offered, along with an associated initial building program for delivering this educational program (space sizes, functions, relationships, etc.)
4. A task list and timeline (roadmap) for engaging architectural and engineering services needed
5. A targeted list of potential volunteers, events and implementation strategies for developing community-sourced events

Being (The nature of the Energies and Spirit We Seek to Generate)

1. Energized community members actively participating as co-creators

Will (The Governing and Determining Force Behind Our Function and Being)

1. Community members inspired to serve as champions and ambassadors for the project

Kirkside Project Purpose Statement

To transform Kirkside into a self-sustaining inn and immersive educating facility that cultivates and regenerates the local fooding system, incubates hospitality businesses, and promotes entrepreneurship,

in a way that engages the community in a transparent and inclusive co-creative process aimed at reviving Roxbury, honoring its historic integrity, and manifesting the essence of this unique place,

so that this community jewel seeds regenerative practices in the hospitality industry and transforms our regional fooding system, while continuously growing the quality of life here and serving as a vital part of Roxbury for generations.

Agenda: 05 March 2020 . . . 1:00 – 6:30

12:45 Convene for coffee

1:00 Welcome and Opening Remarks

- Why are we here?
- Address how to introduce why YOU are here

1:10 Open with Context Questions and Exercises

1:30 Review and alignment around process

- Review summary results from Workshop #1 and Purpose of our task
- Review Principles from Workshop #1
- Review Regenerative Thinking frameworks

2:00 Break-Out Exercise #1: Identify Targeted Outcomes for the project that serve to build the capacity of all Key Stakeholders

- Reintroduce Key Stakeholders pentad
- Bio-break as needed
- Organize break-out groups/tables around the following four committees:
 - Fundraising, Communications, and Marketing
 - Curriculum and Educational Programming
 - Facilities, Building and Grounds Design
 - Community-Sourced Events
- For each committee, develop targeted outcomes that serve to build the capacity of each of the five key stakeholders groups to continuously benefit and increase their stake:
 - Users
 - Co-Creators
 - Earth Systems
 - Community
 - Investors
- Large group discussion: Reflections on patterns for increasing project Potential

3:15 Break-Out Exercise #2: Develop Strategies necessary to prepare for the Design Phase

- Revisit Levels of Thought Framework
- Bio-break as needed
- Each break-out group/table to develop the following strategies for their committee
 - Fundraising, Communications, and Marketing – Chelsea/Chris Hensley
 - Develop a clear and unified message about the project

- Develop a task list/ timeline of activities needed to prepare for Design
 - Curriculum, Educational Programming – Rieley/Christian Van Etten
 - Develop a list of potential curriculum topics that should be offered
 - Identify what was/is missing from other programs
 - What makes this program entirely unique and powerful
 - Identify an associated initial draft of essential building program elements needed to deliver the above
 - Facilities, Building and Grounds Design – Leigh/John B. (Peg)
 - Identify overall building performance targets and sustainable criteria
 - Identify technologies required for state-of-the-art experience for participants
 - Develop a task list/ timeline of activities needed for defining project scope and engaging A/E services
 - Community-Sourced Events – Katie/Bonnie Walker
 - Develop a targeted list of potential volunteers to engage and outline potential events
 - Develop a task list/ timeline of activities needed to prepare for Design
 - Large group discussion: Reflections on integrating tasks across committees
- 5:00 Break-Out Exercise #3: Develop Roadmap that integrates strategies across committees
 - Each committee break-out group/table to develop a roadmap timeline of tasks needed to prepare for Design that incorporates related tasks from the other committees
- 5:30 Large group discussion: Next Steps: Co-create an Integrative Process Roadmap of tasks/activities needed to prepare for the Design Phase that integrates the work needed by all Committees
 - Identify roles and responsibilities for tasks across committees
 - Identify process by each committee to develop a Task Cycle for proceeding with their next step tasks
- 6:15 Reflections
- 6:30 Adjourn to Happy Hour

