



**Fairfax City Old Town Visioning Committee  
Kickoff Meeting  
June 13, 2019**

**Purpose:** To identify the context for downtown development as well as our key shared values / principles that will underpin our vision

**Desired outcomes:** By the time we leave today, we will have:

- Conducted a SWOT analysis relating to the development of the Old Town area
- Discussed the ideas identified in the SWOT to get to know how we individually and collectively see the issues and opportunities that exist
- Identified, prioritized, and developed agreement on our key values that will guide our vision for development in Old Town

**AGENDA**

**1. Overview, Check in**

**2. Walking SWOT Analysis**

- Four charts around room. Go to whichever one you have the most energy around. With those at your chart, brainstorm (and write on your flip chart page) your ideas about this one. Rotate to next chart, etc.

**3. Debrief Conversation about SWOT Data (10 min discussion per list)**

- Review data on each list.
- Reactions?
- Anything you disagree with?
- Patterns we notice?

**6:35 - 6:50 Break to get dinner**

**4. Identifying Key Values / Principles for Downtown Development**

- At table groups, develop and prioritize list of the 8 or so most important values that should underpin / guide our vision for DT

**5. Developing Consensus on Our Priority Values/Principles**

**6. Wrap up – Next steps**