

North Brookfield Vision of the Community Forum

The North Brookfield Master Plan project Team needs your help and ideas to develop a plan which will help our town grow while preserving the elements which make North Brookfield a great place to live. In a number of small group discussions we will explore four issues on which we can begin the development of a master plan:

What are North Brookfield's **STRENGTHS**?
What are North Brookfield's **WEAKNESSES**?
What **OPPORTUNITIES** does North Brookfield have?
What **THREATS** face North Brookfield?

Please join us to contribute your ideas, concerns, needs and desires for our town

North Brookfield Elementary
School Cafeteria
Saturday Mar 4, 2006
9am – 12 noon
(snow date Mar 25, 2006)





Agenda

- Overview
- Brainstorming objectives
- Rules
- Brainstorming activities
- Summarize
- Next steps



Overview

- Quick overview of what this meeting is all about
 - Agenda
 - What to expect



Brainstorming Objectives

- Describe the objective(s) of the exercise
 - New product or service ideas?
 - New feature ideas?
 - Feature/product naming?
 - Promotion ideas?
 - New process for doing something?
- Define top requirements or restrictions



Rules

- No idea is a bad idea
- Be creative
- Take risks
- No criticism allowed



Brainstorming Activity

- Generate ideas
 - Use games and exercises to “warm up” your creative thinking
 - When ideas slow down, try another exercise to generate fresh ideas
 - Breaking into smaller groups may be helpful
- Use a computer to capture every comment/idea



Summarize

- Review ideas
- Vote on top candidates and consolidate
- Check requirements and restrictions
- Trim list to top 5-10 ideas



Next Steps

- Describe what happens next:
 - Research the ideas generated?
 - Follow up with larger group?
- Generate action items for follow-up:
 - Start turning ideas into reality