



MASON MILE: Community Workshop

Introductory Presentation

AUGUST 9, 2023

Mason, Ohio





agenda



PURPOSE; GOALS AND
OBJECTIVES

3

PROCESS & COMMUNITY
ENGAGEMENT

4

TECHNICAL FINDINGS

5

CONCEPTS

10

COMMUNITY WORKSHOP

13

introductions

MADECDC

Randall Gross / Development
Economics

Common Ground

BLDG



The background features a light grey base with a large, dark brown circular shape on the left side. To the right, there are overlapping shapes in shades of olive green and light grey. Faint, stylized foliage patterns are visible in the top left corner. A white, wavy line graphic curves across the bottom right area.

Purpose, Goals and Objectives

Based on Community Input and MADECDC Direction

Key Community Goals & Objectives

- Vision
 - “A future downtown Mason that is the vibrant, sustainable, pedestrian-oriented, mixed-use civic and social heart of the MADE region.”
- MADE CDC Goals
 - Foster Collaboration & Consensus
 - Advance Policies to Support Investment
 - Implement a Brand
 - Create Experiences
 - Promote Resilience & Healthy Living
 - Encourage Downtown Revitalization: *Enhance Downtown Appearance, Bolster Real Estate Market, Create Jobs, Increase Residency, Promote Commerce*

Objectives for Downtown Revitalization

- Highlight What Downtown Should Be
- Scope and Capture the Growth
- Promote Walkability
- Create “People-Focused” Districts
- Support Downtown Businesses
- Reconnect Public Assets to Downtown
- Offer Diverse Housing Options
- Expand Mobility
- Honor History While Looking to the Future
- Encourage a Team of Teams Approach

What is “Walkability?”

- Being able to walk, instead of drive, for the purchase of basic goods & services; for dining and entertainment; and for accessing cultural, educational, and employment opportunities.
- A comfortable walk is often considered to be within 10 to 15-minutes.
- Walkability is also having an activated streetscape that maintains interest, allows for visual stimulation, and reduces perceptions of distance.
- So, a 10- to 15-minute walk along a sea of parking lots seems a lot further (and often, less safe) than a walk along active storefronts, cultural venues, art installations and other amenities.

Strategic Planning Objectives

- Work with the community on a strategy to
 - Remove barriers and move development and investment forward *with community support*
 - Attract residents and businesses
 - Create an overall downtown experience as envisioned by the community
 - Market and promote the Mason Mile as both a community amenity and a *destination* for consumers and residents.
- Provide MADECDC and the community with
 - Tools and mechanisms to help leverage the revitalization objectives
 - Economically viable concepts that provide a framework for (re)development that has community support and can be incorporated into the next phase of master planning
 - Branding and placemaking tools for defining, activating, and marketing the Mason Mile

Objectives for Tonight's Workshop

- Explain the purpose and process
- Discuss outcomes from community engagement to date
- Communicate key technical findings from work completed to date
- Present several concepts for how the Mason Mile can be revitalized based on community input, technical analysis, and experience
 - Physical (Re)development concepts
 - Placemaking approaches
- Test those concepts with you, the community, and gather your input, questions, ideas, and suggestions to help refine these concepts.
- With your support, the MADECDC is better positioned to move the Mason Mile forward on your behalf



The Strategic Planning & Engagement Process

Scope of Work and Community Engagement Touch Points

Strategic Planning Process

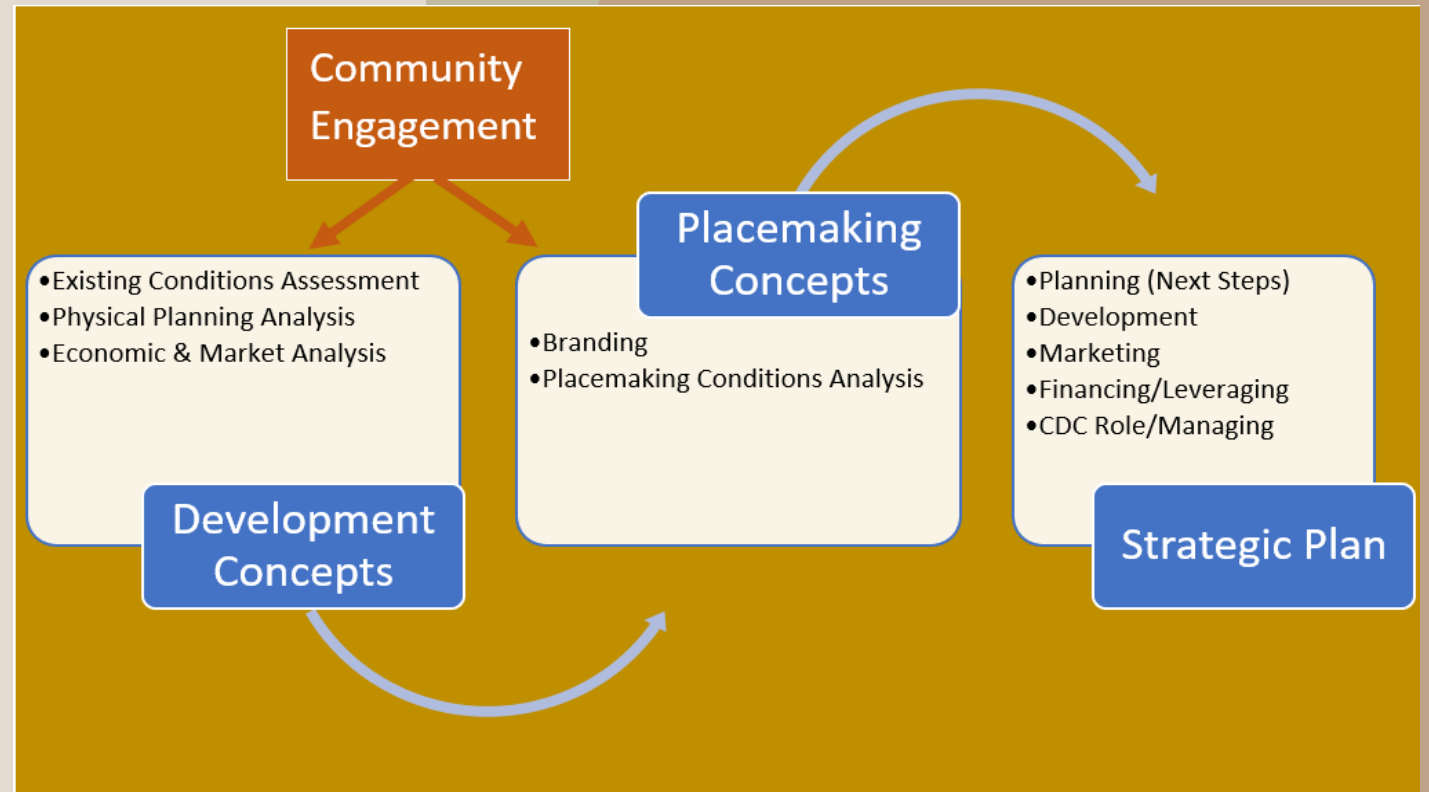
A) Communications & Engagement

B) Planning & Analysis

- Document Review
- Economic Base Analysis
- Field Reconnaissance & Site Analysis
- Housing Market Analysis
- Retail Market Analysis
- Office Market Analysis
- Conceptual Development Program & Testing

C) Mason Branding and Placemaking

- Make the Mile Campaign & Engagement
- Brand & Placemaking Engagement
- Collateral & Assets



COMMUNITY ENGAGEMENT PROCESS

MADECDC

Project Advisory Council (PAC)

Community Activators

Focus Groups

Project Web Site

Awareness Campaign: “Make The Mile”

Community Consumer Survey

Online Survey

Comment Boxes

Individual Stakeholder Interviews

- Businesses, Property Owners, Real Estate Professionals, City Officials, Developers, Residents, etc.

Monthly Activator Meetings

THIS Community Workshop

Feedback Loop: City of Mason

Neighborhood Quarterly Meetups



60 Stakeholder Meetings & Interviews

- 7 Monthly Activator Meetings
- 2 Make the Mile Awareness Campaign Kickoff Events
- 4 Make the Mile Information Meetings
- 2 Make the Mile Tents at Music in Mason
- 4 Neighborhood Quarterly Meetups
- 6 Downtown Committee of Council Meetings
- 7 Project Advisory Council (PAC) Meetings
- 25+ Interviews with businesses, property owners, investors, etc.
- 3 Focus Groups with residents, retailers, property owners



Outreach & Communications

MADECDC

Web Site – Regular Updates

Make The Mile Campaign

Web Site

Lawn Signs & Boards

Businesses

Activators

Media

MAKE THE MILE
Mason's Main Street revival.

The Mason Mile is a one-mile stretch of downtown Mason, from Reading Road to Main Street. This project realizes our shared vision for a revitalized downtown - where local businesses can thrive and our community can gather together to dine, shop, and play.

The new and improved Mason Mile aims to deliver:
A variety of new businesses
Improved safety and walkability
A more cohesive downtown experience

[What's Your Mile?](#)

This is a true community-driven project, with cooperation from the City of Mason, MADECDC, small business owners, and residents like you. With your help, the Mile will become a vibrant, lively space that embodies Mason's most important values - community, accessibility, and city pride.

[Info on Ordinance 2022-70 and The Mason Mile Project](#)

Sample Community Intake: **1,087 Responses!!**

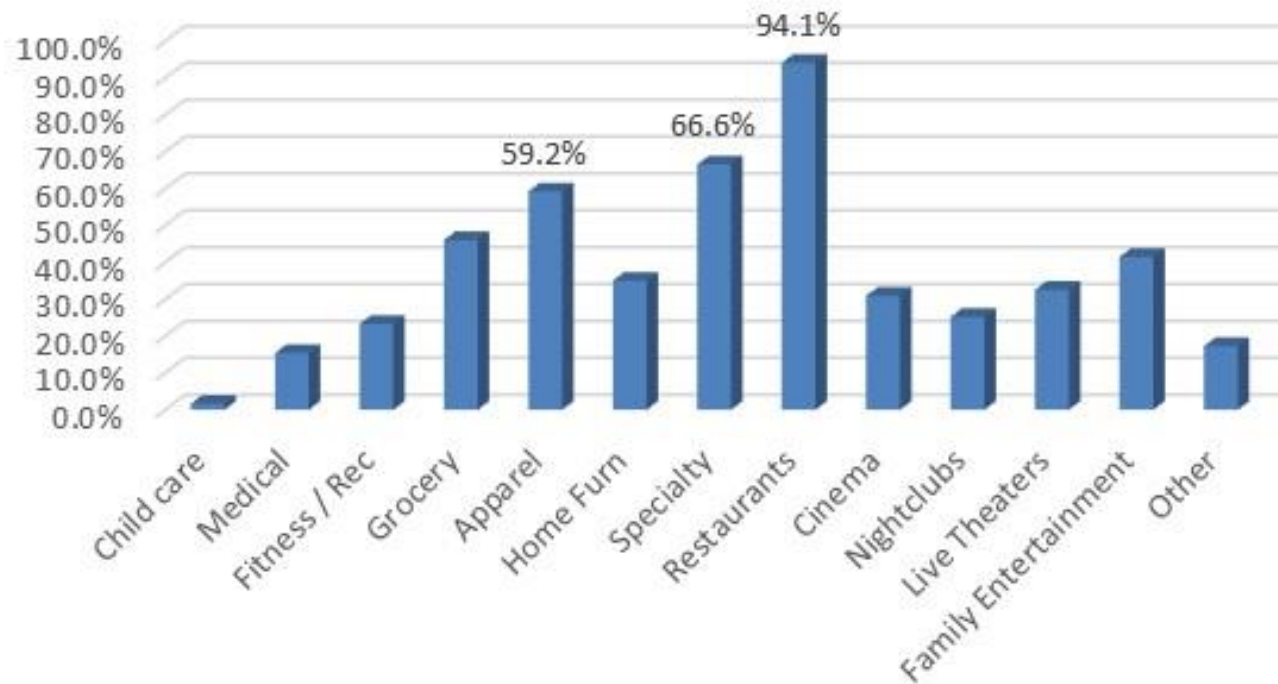
Consumer Survey: 709+

Comment Boxes: 266

Online Survey: 112

Consumer Survey: What Do You Want in Mason Mile?

Preferred Activities in Mason Mile



MORE RESTAURANTS

MORE SPECIALTY STORES

MORE APPAREL & ACCESSORY STORES

GROCERY

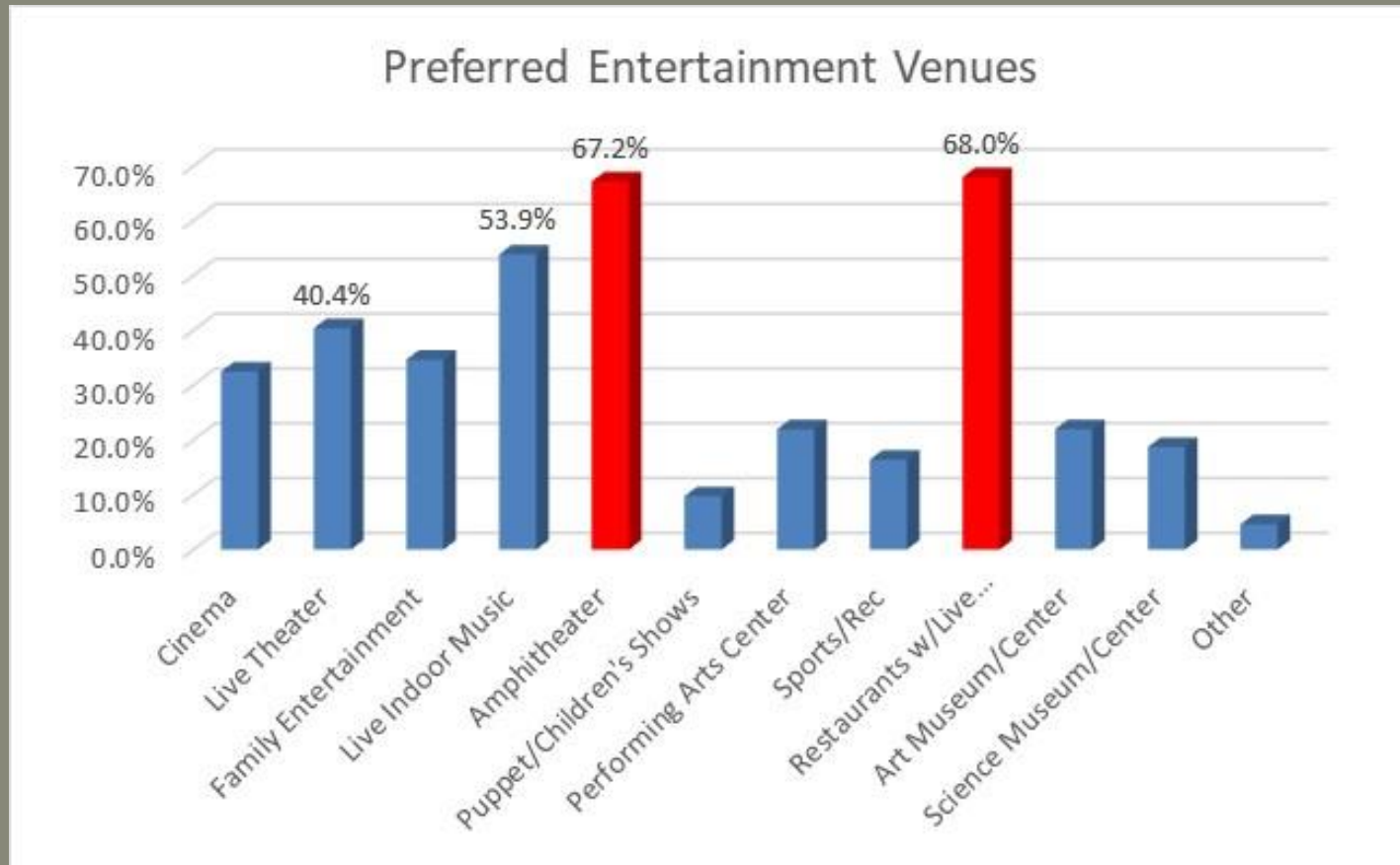
FAMILY ENTERTAINMENT

Consumer Survey: Which Specialty Stores?



GIFT STORES
SPECIALTY FOOD-BAKERIES
CLOTHING BOUTIQUES
BOOK & MUSIC STORES
SPECIALTY FOOD-MEAT
SPECIALTY FOOD-SEAFOOD

Consumer Survey: What Kind of Entertainment?



**RESTAURANTS W / LIVE
ENTERTAINMENT**

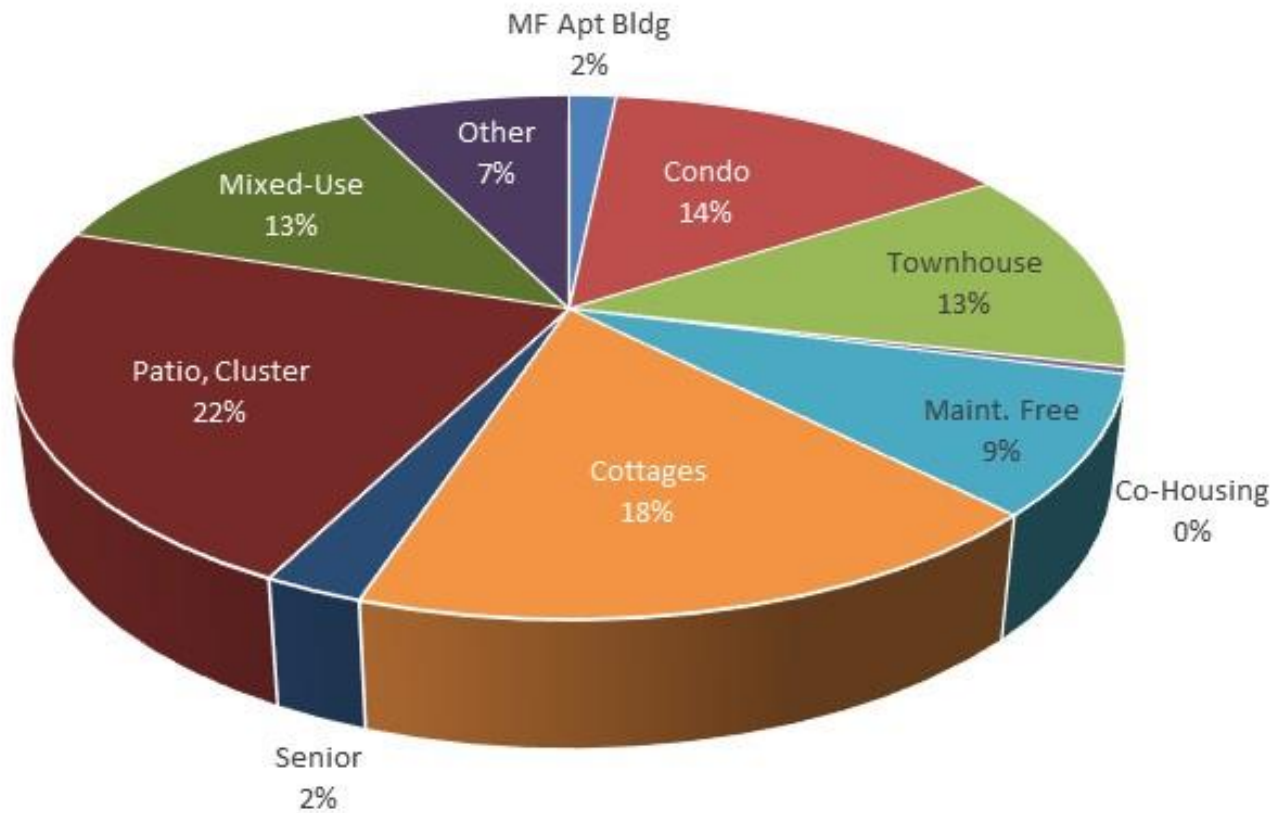
AMPHITHEATER

LIVE INDOOR MUSIC VENUE

LIVE THEATER

Consumer Survey: What Housing Do You Prefer?

Non-Detached Housing Preferences



SINGLE-FAMILY DETACHED: 56%

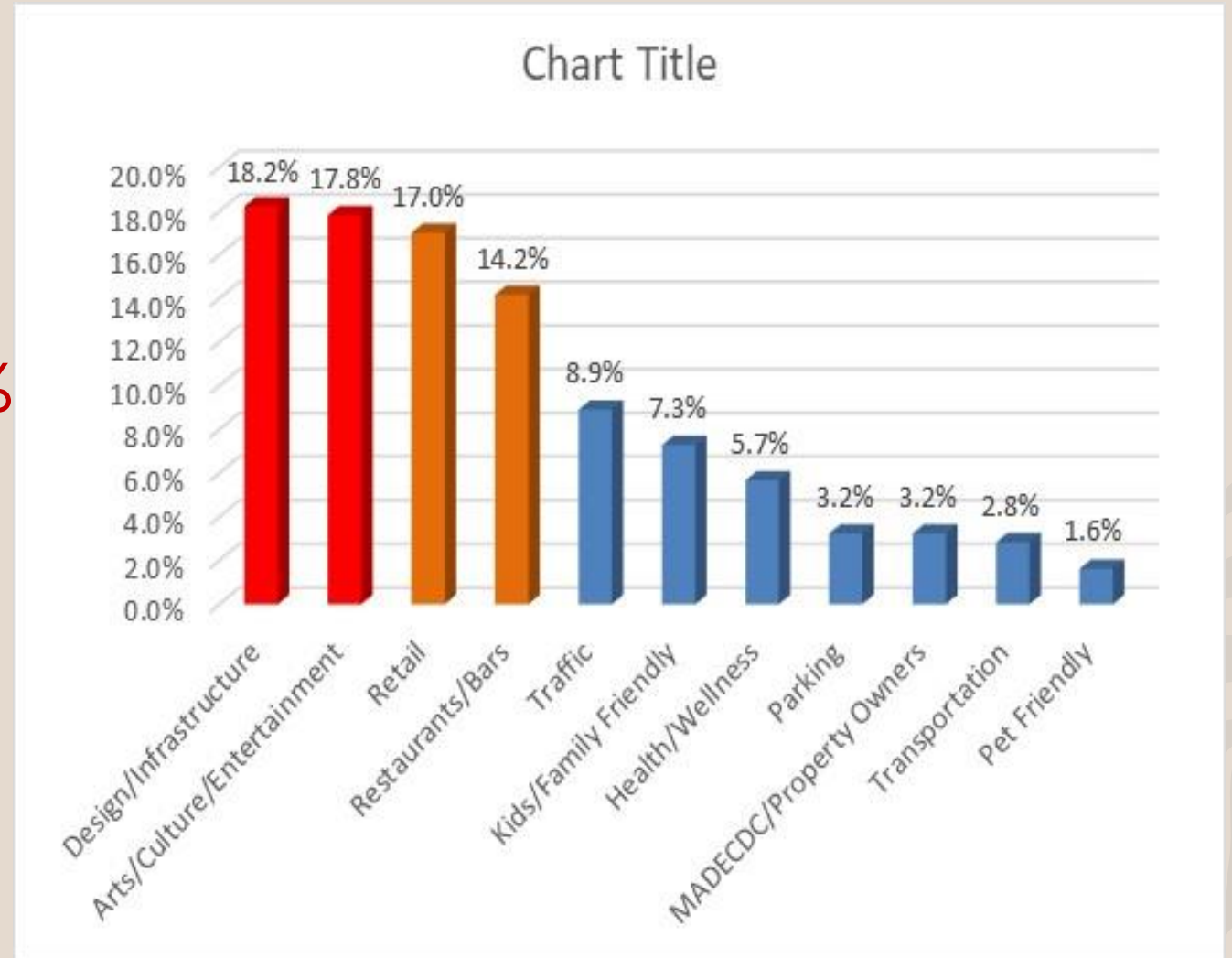
OTHER (44%)

- Patio/Cluster: 22%
- Cottage/Small House: 18%
- Condo: 14%
- Mixed-Use: 13%
- Townhouse: 13%
- Maintenance-Free: 9%

Comment Boxes

Top Issues/Preferences:

- Design & Infrastructure: 18%
- Arts, Culture, & Entertainment: 18%
- Retail: 17%
- Restaurants & Bars: 14%



What would you like to see on the Mason Mile?

More Public Art!
Sculptures, murals, photo spots,
side walk games!

What would you like to see on the Mason Mile?

Put mural art
on the traffic
control boxes.

What would you like to see on the Mason Mile?

- AT THE BEND + BEFORE
PAINT THE BUILDINGS
BRIGHT COLORS
TEAL PURPLE PINK YELLOW
- PAINT MORE MURALS

What would you like to see on the Mason Mile?

FIX and Add DT/
UPTOWN PARKING
SPOTS AND MARKINGS
"MORE WELCOMING"

What would you like to see on the Mason Mile?

Public art Projects.

What would you like to see on the Mason Mile?

MORE PAINTED WALLS
AND "ALLEY" WAYS
i.e. Historic Theme etc

What do you want your Mason Mile to be?

“I would love our Mason Mile to **amplify WHO WE ALREADY ARE** but go deeper by doubling down on efforts to brand ourselves as a **destination for families and residents** who seek a safe, culturally diverse community to live, work and play - all in the heart of the midwest.”

“To make it really come alive, **we likely need to "Disney-fy" it** to a degree and give some **common architectural, and streetscaping features.** “

“A **more cohesive look**, respecting the history, to make the stretch look **more visually appealing and more deliberately organized**”

“**Celebrate the entire mile.**“

“Would like the Plaza to be reimagined as a **public art space**”

“A **visually appealing, historically-restored, beautiful downtown** full of small businesses”

“I think **there needs to be a cohesiveness** to the exterior design choices to **make the downtown area feel as one.**”

Technical Analysis: Existing Conditions

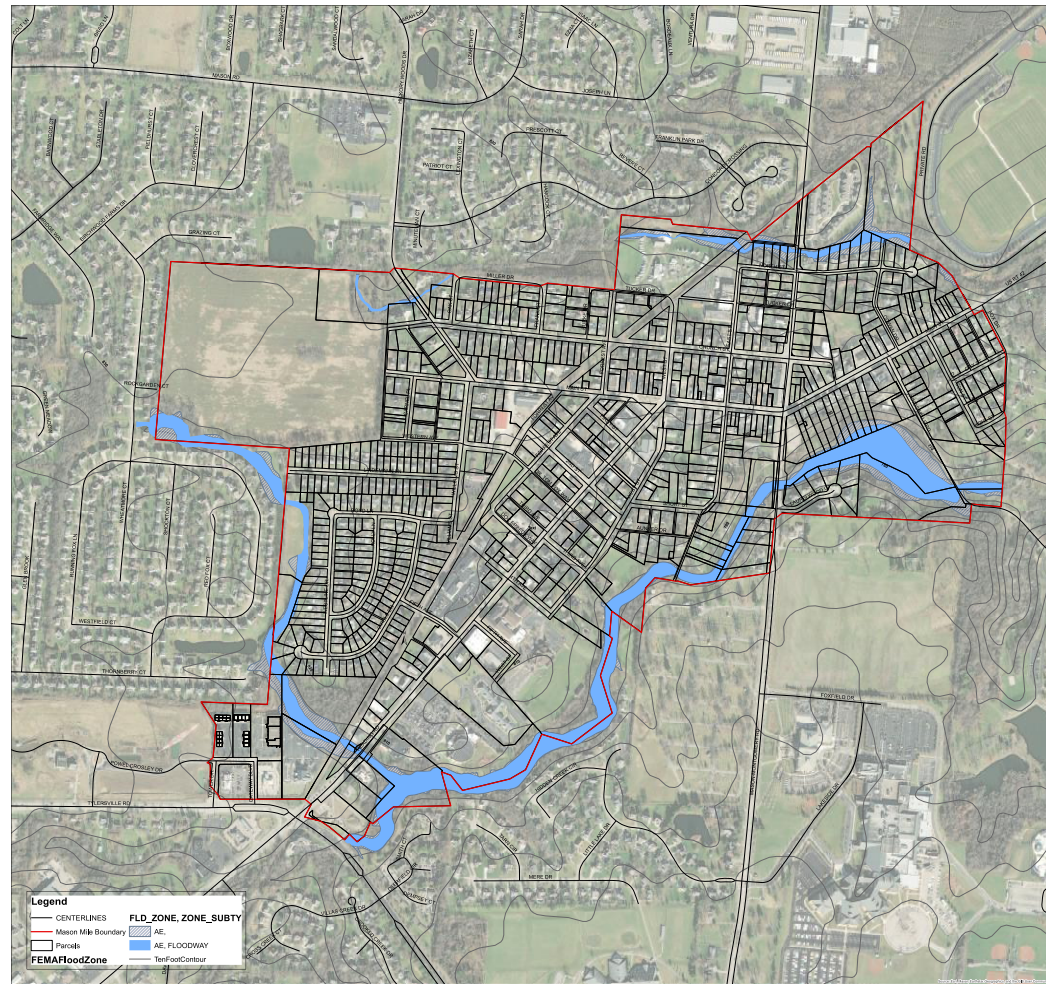


planning, regulatory & design framework

- Preliminary Observations

- Downtown Overlay District (DOD) is comprehensive (historic buildings, additions, new construction, etc.) but may benefit from updates or an overhaul to simplify, broaden, and improve it
- If there is a desire for a mix of housing types, the base zoning and/or the DOD may need to be tweaked
- Parking requirements may need to be revisited as they relate to the DOD or Downtown in general
- Landscape and streetscape requirements may need to be tweaked to meet and support the branding vision for Downtown

planning, regulatory & design framework



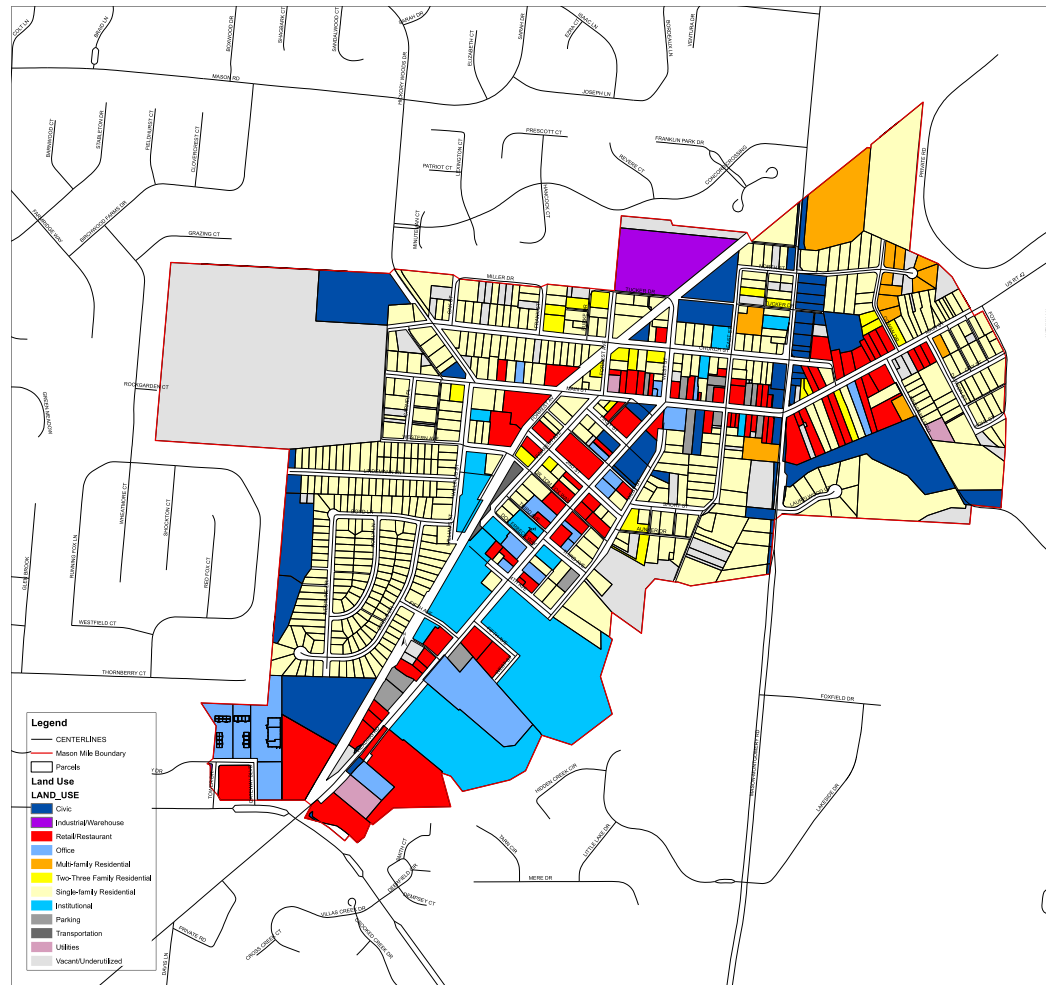
Mason Mile - Natural Features

- Natural Features Frame the Mason Mile
 - Topographic change on the north, south, east, and west associated with creeks
 - Associated floodplain
 - Large city-owned parcel (former farm) on the northwest

planning, regulatory & design framework

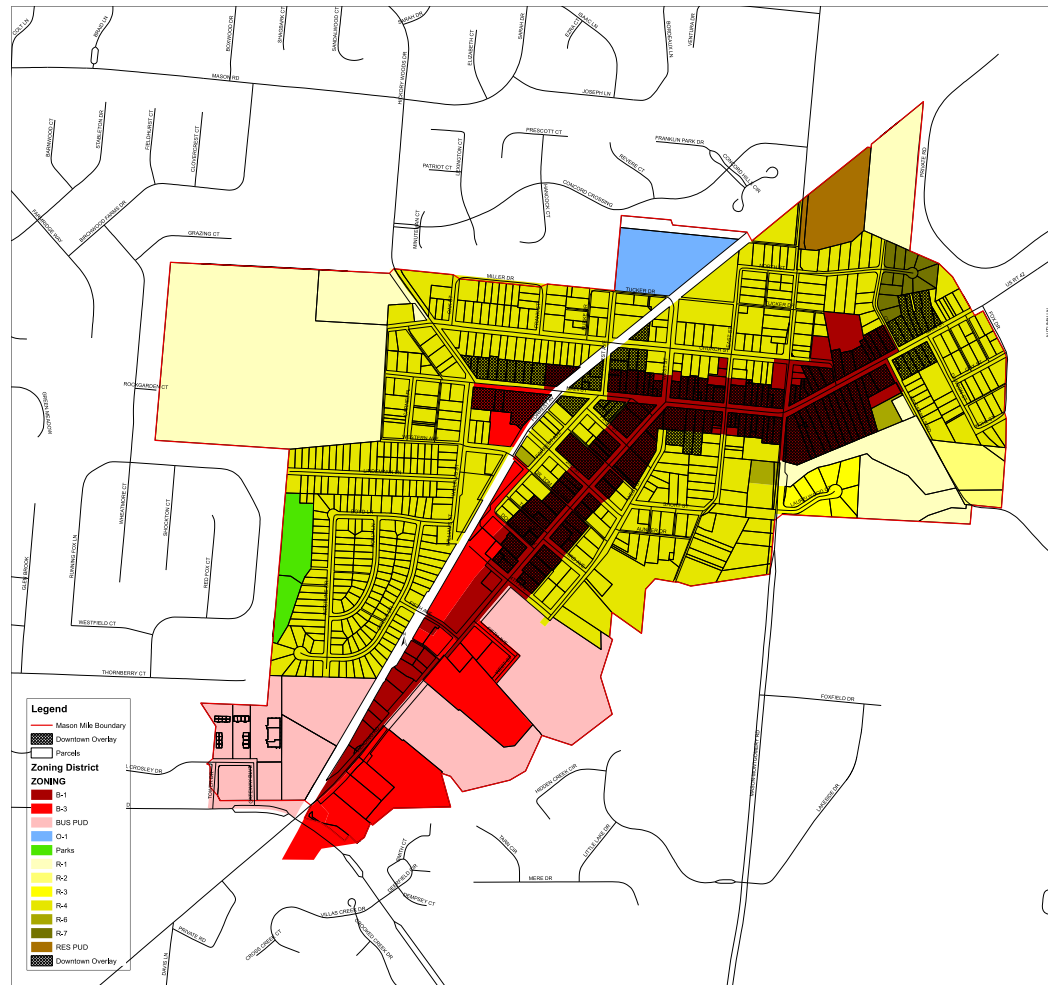
- Current Land Use

- Commercial uses concentrated along Main and Reading, but pockets of different character (urban, more suburban, etc.)
- Significant amount of institutional land on southern end of study area
- Significant amount of single-family residential (36%)
- Significant amount of vacant land (18%), but mostly part of city-owned land (former farm)



Mason Mile - Current Land Use

planning, regulatory & design framework



Mason Mile - Zoning

- **Base Zoning**

- Central Business District (B-1) centered on Reading and Main
- Road Service District (B-3) southern end of study area
- R-1 and R-4 are predominant residential districts

- **Downtown Overlay District**

- Centered on Reading and Main
- Overlays B-1, B-3, and R-4 zoned properties

Existing Conditions: Identity and Place Elements

- Currently, the Mason Mile lacks a clear identity that expresses what it is and who it's for. As a result, the shops and restaurants along the Mile feel somewhat disjointed and outdoor spaces fall short of their full potential.
- By focusing on environmental activations like wayfinding signage, art installations, and public infrastructure, we aim to beautify and unify the Mile under a singular identity that feels true to Mason's present while laying the groundwork for a promising future.

Placemaking Objectives:

- Emphasize main gateways to create a sense of place
- Activate public gathering spaces
- Develop pedestrian-friendly streetscape infrastructure
- Increase accessibility via wayfinding and directional signage
- Create eye-catching art installations, such as sculpture and murals

Economic Analysis: Key Observations

- Growing, Affluent Community
 - Luxury Goods & Services
- Wonderful Historic Assets & Character
- Music, Art & Theater
 - Specialty Businesses
 - High School Program
 - Music Schools
- Opportunities to Enhance Walkability
 - Activation, Nodes & Districts
 - Signage, Streetscape, Identity Marketing
- Lack of Entertainment & Destination Activity
- Natural Features Frame the Mason Mile



Existing Mason Mile Building Use

- About 540,000 square feet of building use in 145 spaces in the Mason Mile Corridors

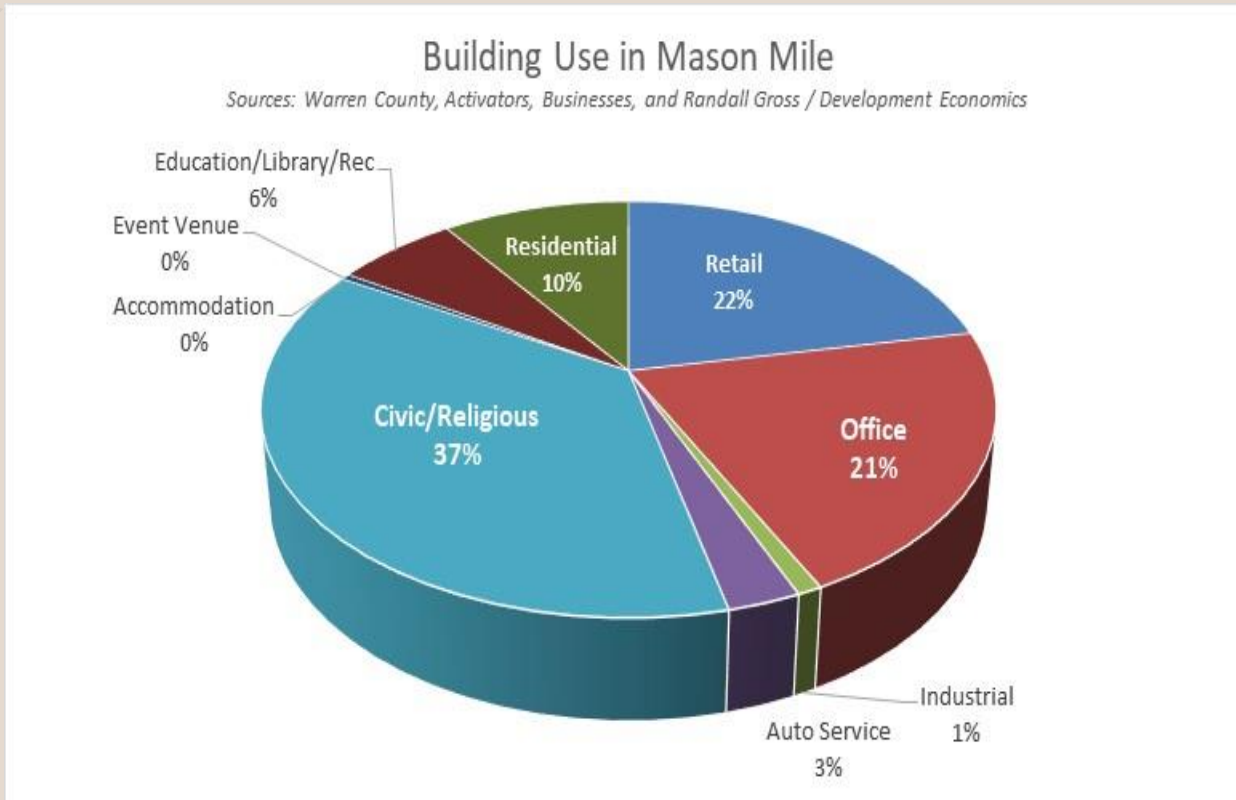


Table 14. BUILDING USE BY CATEGORY, MASON MILE, 2023

Category	Number	Sq. Feet	Share
Retail	57	118,200	22%
Office	36	112,300	21%
Industrial	1	5,000	1%
Auto Service	7	14,700	3%
Civic/Religious/Lodge	7	199,700	37%
Accommodation	-	-	0%
Event Venue	1	2,500	0%
Edu/Museum/Library/Rec	5	34,400	6%
Residential (Bldgs)	31	53,100	10%
TOTAL	145	539,900	100%
Note	<i>Totals may not add due to rounding.</i>		
Source:	Randall Gross / Dev. Economics.		



Market Analysis

OFFICE, RETAIL, AND RESIDENTIAL DEVELOPMENT
POTENTIAL IN 2030

Mason Mile office market potentials: *20,500 to 40,5000 square feet*

EMPLOYMENT-BASED SCENARIOS:

4,100 SF / YEAR (20,500 SF BY 2028)

- Professional, Technical & Business Services
- Management Services
- Health Care & Related Professionals
- Administrative Support
- Finance & Insurance

ABSORPTION TREND-BASED SCENARIOS:

8,100 SF / YEAR (40,500 SF BY 2028)

- Finance & Insurance
- Non-Profit Organizations
- Professional, Technical & Business Services

Mason Mile housing potentials: 60-100 Rentals & 80 For-Sale Units

80 FOR SALE UNITS

- Infill and surrounding areas
- 20-40 Mixed-Use Units or Upper-Floor Apartments
- 20 Cottages
- 40 Condominium or Low-Maintenance HOA

60-100 RENTALS

- 20-40 Mixed-Use Units or Upper-Floor Apartments
- 40-60 Cottages, Condominiums, or Senior-Living Units

Mason Mile Retail Potentials

Table 1. SUMMARY RETAIL POTENTIAL BY CATEGORY, MASON MILE, 2023 AND 2028				
Type of Good	Gross Demand (SF)		Existing Uses	Warranted Demand
	2023	2028		
Convenience	51,518	65,484	20,712	44,772
Shoppers Goods	210,935	235,436	38,398	197,038
Eating/Drinking	69,290	80,107	45,973	43,718
<i>Limited Service</i>	12,525	14,690	4,122	10,568
<i>Full Service</i>	47,958	55,335	32,168	23,167
Entertainment	56,919	66,982	-	66,982
Personal Services	18,661	20,871	11,027	9,844
TOTAL	407,324	468,880	116,109	362,354
<i>Existing Vacant</i>			-	
<i>Net New Space</i>				362,354
Note:	Assumes Pro-active Internal/External Campaign, Recruitment.			
Source:	Randall Gross / Development Economics.			

Recommended Business Mix

- Culture/Entertainment/Music Venues
- Hobby, Toys & Games
- Boutiques & Accessories
- Specialty Food Stores
- Full-Service Restaurants
- Art Galleries, Antiques
- Books/Music Stores
- Spas/Personal Services

Type of Business	Square Feet
Culture/Entertainment/Music Venue(s)	60,000
Books/Music Stores	6,500
Hobby, Toys & Game Stores	10,000
Art Galleries, Antiques	9,000
Gifts, Novelties	5,500
Furniture/Home Furnishings	10,000
Boutiques, Shoe & Accessory Stores	22,000
Jewelry Stores	9,500
Sporting Goods/Outdoor	7,500
Specialty, Snack & Convenience Food	12,600
Personal Care/Health Stores/Expanded Pharmacy	6,500
European/Antique/Specialty Auto Dealer & Supply	4,000
Musical Instruments-e.g., piano, brass	3,000
Luggage/Leather	5,200
Sandwich/Limited Service Specialty	7,500
FS Restaurants/Pubs (Sports, Brunch, Fine Dining, etc.)	21,500
Spas and Personal Services	9,000
Office/Electronics	3,600
Total	212,900
Source:	Randall Gross / Development Economics.

How We Get There

LEVERAGING

& INVESTMENT RECRUITMENT

- Expanded CDC Capacity
- Site assembly, commercial building development, & packaging
- Regulatory Enabling
- Incentives & Targeting of Mixed-Use Developers
- Collaboration with Property Owners & Corporate Partners
- Focus on Local Residents' Needs First

BUSINESS RECRUITMENT

- Target Businesses
 - Culture, Entertainment, Art Galleries, Music Venues & Related Retail Stores
 - Technology-based, virtual, entrepreneurial, & small business
 - Boutiques; Children's/Toys & Games
 - Specialty Food & Full-Service Restaurants
 - Professional, technical & business services
 - Arts-related non-profits
 - Management & admin support, FIRE
- Outreach
- Entrepreneurial development
- Focus on local residents

ENVIRONMENT

- High-Quality Housing
- Walkable, Active, retail, restaurants, mixed-use
- Festivals, events, networking, programming
- Identity branding and marketing

Mason Mile Revitalization Concepts

Placemaking and
Activating















Physical
Development and
Redevelopment

The Concepts are NOT:

- **These are NOT development plans**
 - There are no development plans. Physical concepts presented tonight are only for discussion purposes based on the community's preferences and technical support.
- **These are NOT site plans for specific properties**
 - Concepts presented tonight are general in nature and are only meant to provide a framework for revitalization. That being said, concepts shown on public and private properties have been “vetted” with primary property owners.
- **These are NOT physical master plans** – That will be achieved in the NEXT phase
 - There is no traffic or transportation analysis. So NO, this strategic plan does not address traffic and transportation, which would be examined in the NEXT phase as impacts of the overall revitalization concepts.
 - Regulatory changes will be proposed as part of this strategic plan, but this is NOT a zoning plan
 - Parking is being examined as part of concept testing, but this is NOT a parking plan.
 - Streetscaping Infrastructure and Public Art will be addressed in more detail through a streetscape plan

Development Concepts Summary

KEY

-  Priority Corridors for Streetscape and Placemaking (E. Main and Reading)
-  Secondary Corridors (W. Main and King's Mill)
-  Gateway opportunities for signage, wayfinding, and public art
-  Existing Greenway/Trail
-  Potential Trail Extension
-  Enhanced Connection Between Mason Plaza and Cannery Site
-  Connections Between Existing and New Development
-  Mason Plaza (Civic Node)
-  Area of Mixed-Use/Office Connection Between Mason Mile and Mason Municipal Center
-  Areas of Mixed-Use Focus (Main Street and Mason-Montgomery Corner and Reading and Main Street Civic Node)
-  Areas for Small-Scale Commercial/Mixed-Use Infill and Retrofit
-  Areas for Medical/Office/Institutional Infill and Retrofit
-  Potential Infill Housing Opportunities Along Potential Trail Extension
-  Potential Amphitheater Location

MAKE THE MILE

MASON DEERFIELD CDC

MASON MILE STRATEGIC PLAN WORKSHOP • STRATEGIES/CONCEPTS OVERVIEW

MAKE THE MILE

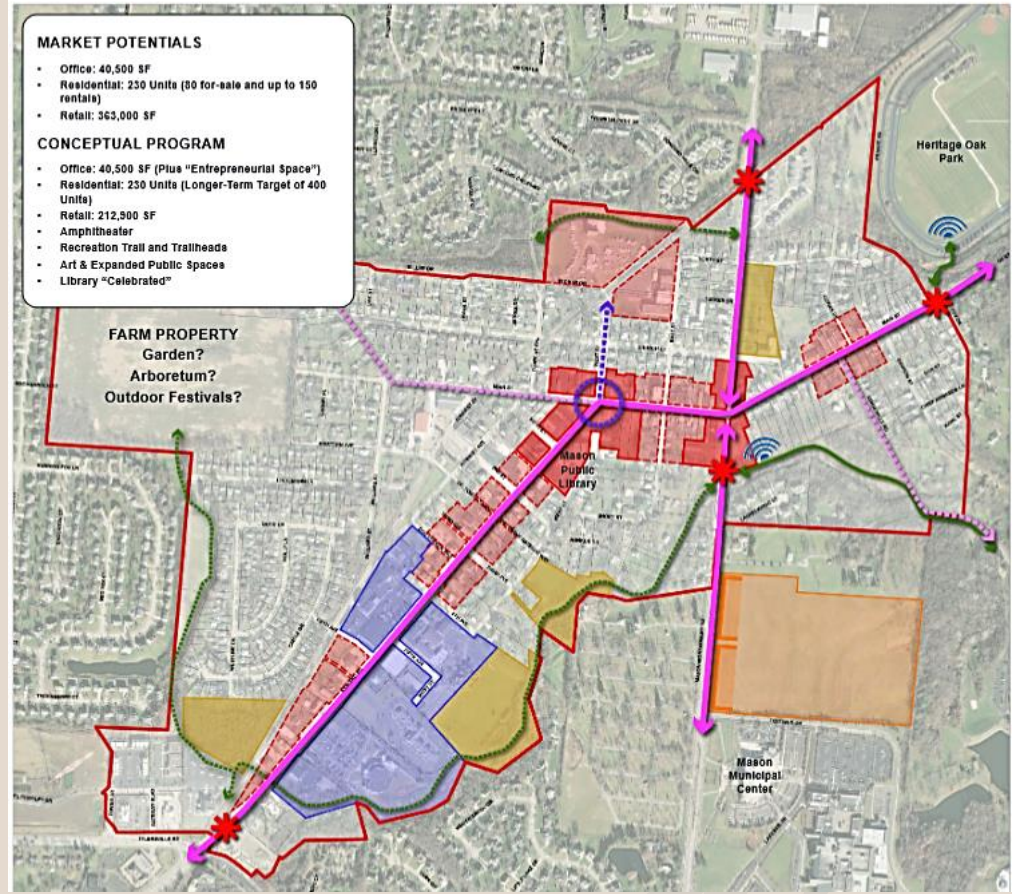
DRAFT

MASON DEERFIELD CDC

MASON MILE STRATEGIC PLAN WORKSHOP • STRATEGIES/CONCEPTS OVERVIEW

- MARKET POTENTIALS**
- Office: 40,500 SF
 - Residential: 230 Units (80 for-sale and up to 150 rentals)
 - Retail: 363,000 SF
- CONCEPTUAL PROGRAM**
- Office: 40,500 SF (Plus "Entrepreneurial Space")
 - Residential: 230 Units (Longer-Term Target of 400 Units)
 - Retail: 212,500 SF
 - Amphitheater
 - Recreation Trail and Trailheads
 - Art & Expanded Public Spaces
 - Library "Celebrated"

FARM PROPERTY
Garden?
Arboretum?
Outdoor Festivals?



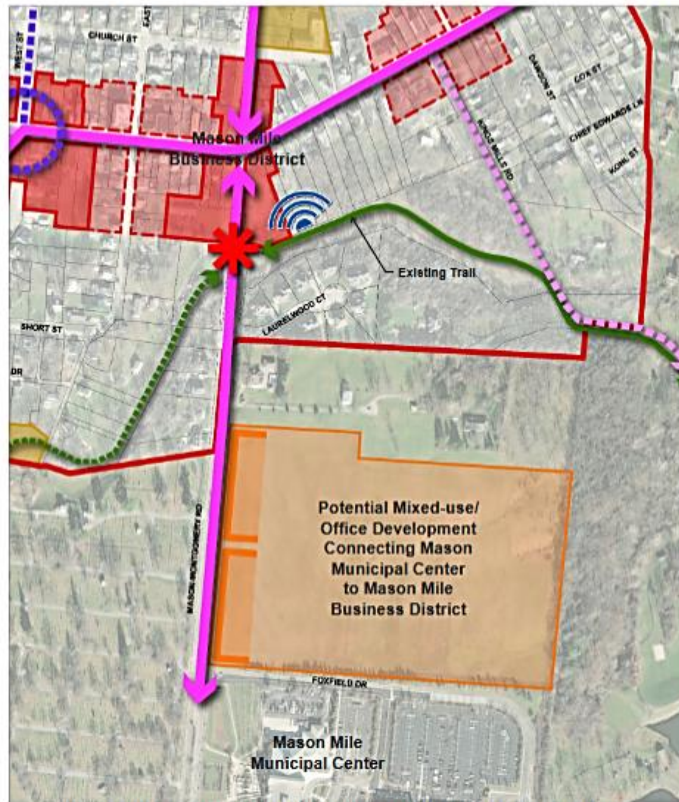
Concept 1: Mixed-Use Connector

MAKE THE MILE

DRAFT



MASON MILE STRATEGIC PLAN WORKSHOP • MIXED-USE/OFFICE CONNECTOR



Westerkamm Property Between Mason Mile and Mason Municipal Center

CONCEPT GOAL:

Long-term development of the largest site in or near the Mason Mile can help capture market potential to create a seamless, walkable link between Mason's Community Campus and the Mason Mile; thereby increasing opportunities and access for health, recreation, business development, and maintenance-free housing.

PROGRAM:

- Mixed-use connection to the Mason Municipal Center and Community Center
- Office/Health and Medical uses
- Mixed residential (long term not immediate)
- Health and fitness amenities
- Site serving community retail

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

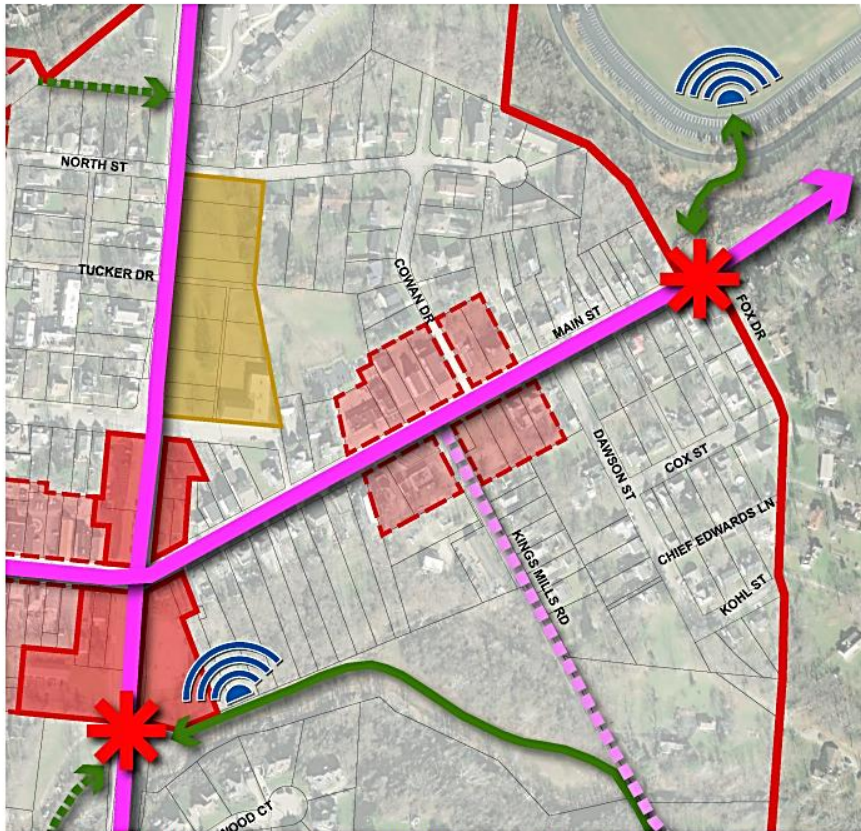


MAKE THE MILE



MASON MILE STRATEGIC PLAN WORKSHOP • MIXED-USE/OFFICE CONNECTOR

Concept 2: Amphitheater



Potential Amphitheater Locations North and South of Main and East of Mason-Montgomery Road

AMPHITHEATER CONCEPT GOAL:

An amphitheater would help strengthen the Mason Mile's reputation as a hub for arts, culture and entertainment; providing an amenity for residents and a destination for anchoring the East Main Street gateway to the Mason Mile.

PROGRAM:

Amphitheater and associated parking & amenities

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board

Potential Amphitheater Locations North and South of Main and East of Mason-Montgomery Road

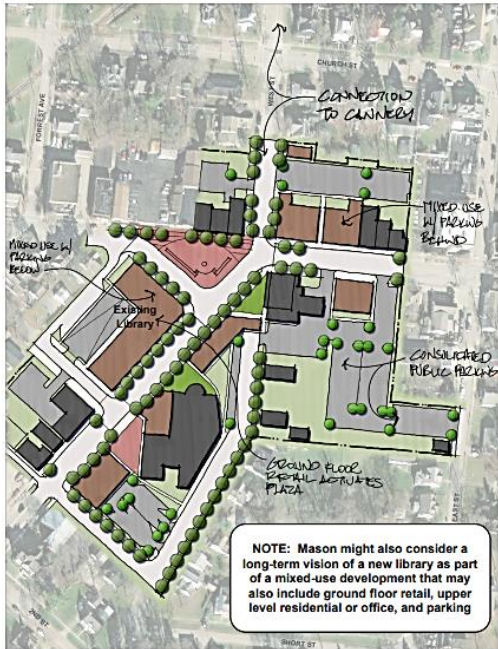


Concept 4: Heart of Mason Civic Center

MAKE THE MILE

MASON DEERFIELD CDC

MASON MILE STRATEGIC PLAN WORKSHOP • MASON CIVIC NODE



Civic Node Concept at Reading and Main Intersection

CONCEPT GOAL:

Redevelopment and expanded public space at the heart of the Mason Mile would strengthen existing assets like the Mason Public Library and create a mixed-use destination for dining and entertainment; activating the West Main Street corridor and connecting disparate commercial uses into a more coherent, walkable district.

PROGRAM:

- Commercial retail/office/venue/entertainment development
- Mixed residential units (condo/townhouse)
- Enhanced Mason Public Library
- Enhanced Mason Plaza area with art & public space (including connection to Cannery site to the north)

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



New Library in Mixed-Use Development



MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • MASON CIVIC NODE

MASON DEERFIELD CDC

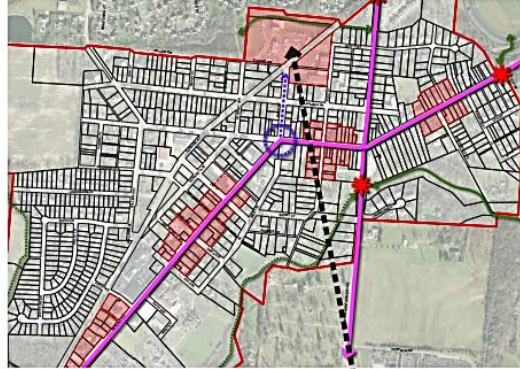
Concept 5a & 5b: Commercial Infill

SMALL-SCALE COMMERCIAL/MIXED-USE INFILL PROJECTS PROGRAM:

- Up to 50,000 sf of retail/commercial infill along the Mason Mile corridors, including expansion of existing business spaces

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



Infill Opportunity Site



Cannery Site and School Site



MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • MEDICAL/OFFICE/SMALL MIXED-USE



Institutional Areas Along Reading Road

SMALL SCALE COMMERCIAL AND MEDICAL/OFFICE INFILL CONCEPT GOAL:

Infill development of under-utilized parcels can help increase commercial business opportunities and destination appeal while reducing perceptions of distance; thereby enhancing overall walkability. The former cannery site could become a hub for artists and makers as another destination anchor for the Mason Mile.

MEDICAL/OFFICE INFILL PROGRAM:

- 10,000 sf - 30,000 sf of medical and professional office development



Concept 6: Recreation Trail & Infill Neighborhood Housing



Residential Concept South of Westline Drive



Courtyard Residential Concept

RECREATION TRAIL & ASSOCIATED INFILL HOUSING CONCEPT GOAL:

Extension of the existing trail along the full length of Muddy Creek would help create healthy recreation opportunities while knitting neighborhoods and businesses together in the Mason Mile; and under-utilized sites along the trail may provide amenity-based opportunities for infill residential development that could help bolster market support within walking distance to Mason Mile businesses.

PROGRAM:

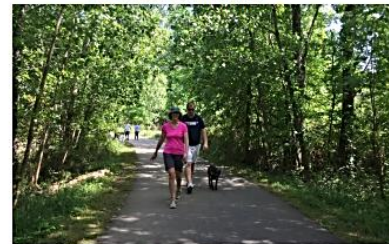
- 40 - 80+ single-family cottage, patio, or cluster homes in small developments along a recreation trail extended along Muddy Creek

TELL US WHAT YOU THINK!

Please share your thoughts below or anywhere on this board



Trail Exercise Stations



Greenway Trails



MAKE THE MILE

MASON MILE STRATEGIC PLAN WORKSHOP • INFILL HOUSING ALONG RECREATION TRAIL



Conceptual Approaches for Placemaking & Activation

MAKE THE MILE



PLACEMAKING OPPORTUNITIES

Currently, the Mason Mile lacks a clear identity that expresses what it is and who it's for. As a result, the shops and restaurants along the Mile feel somewhat disjointed and outdoor spaces fall short of their full potential.

By focusing on environmental activations like wayfinding signage, art installations, and public infrastructure, we aim to beautify and unify the Mile under a singular identity that feels true to Mason's present while laying the groundwork for a promising future

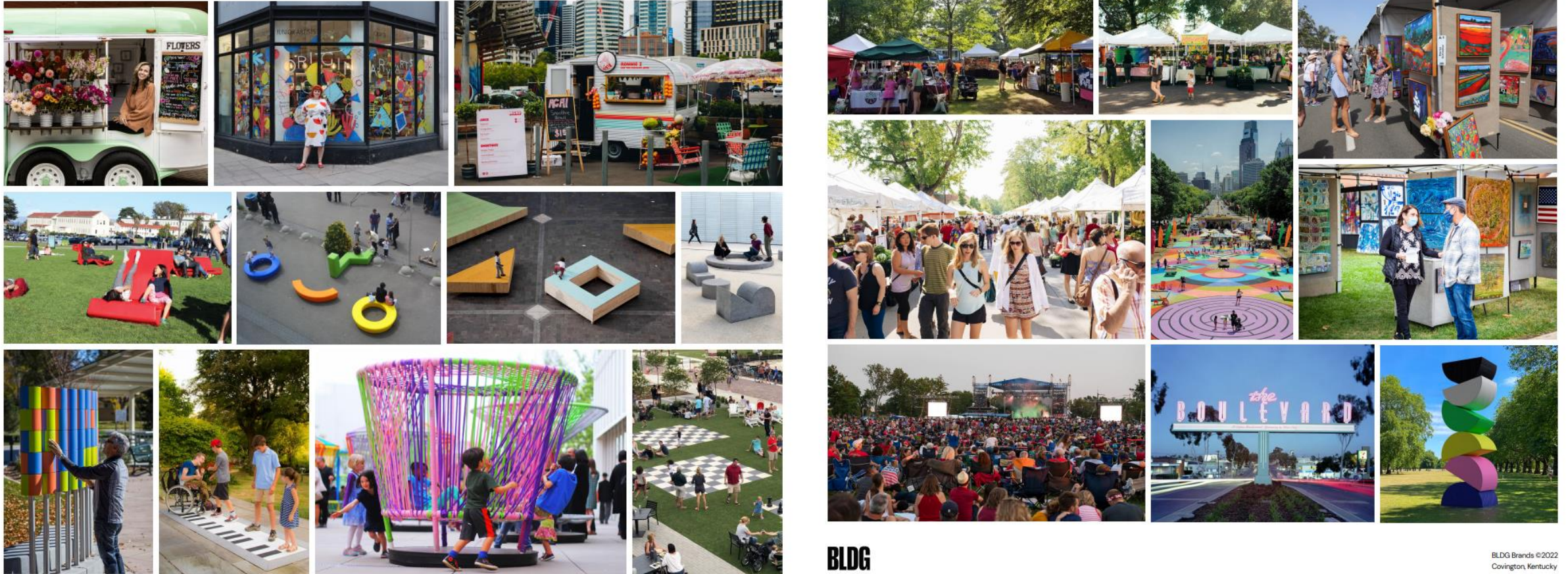
PLACEMAKING OBJECTIVES

- Emphasize main gateways to create a sense of place
- Activate public gathering spaces
- Develop pedestrian-friendly streetscape infrastructure
- Increase accessibility via wayfinding and directional signage
- Create eye-catching art installations, such as sculpture and murals

BLDG

BLDG Brands ©2022
Covington, Kentucky

Conceptual Approaches for Placemaking & Activation



BLDG

BLDG Brands ©2022
Covington, Kentucky

Conceptual Approaches for Placemaking & Activation



BLDG

BLDG Brands ©2022
Covington, Kentucky

Community Workshop



Workshop Process & Rules

- **Process:** THIS IS A PRIME OPPORTUNITY TO HAVE DIRECT INPUT!!!
 - Breakaway into Groups
 - Group Discussions and Input on Each Concept
 - Group Presentations of Comments on Each Concept
 - Summary
- **Rules:**
 - Try Not to Self-Select Groups
 - Use the Maps on Each Table for Making Comments: Write on the Map
 - Assign a Notetaker/Presenter; Take Notes on the Easel Notepads
 - **Activators will Monitor, Answer Questions, Spur Discussion, and Keep Time**
 - Allow Ten Minutes' Discussion per Concept
 - Allow Everyone Time and Space to Express their Opinions and to Contribute
 - **Be NICE and HAVE FUN!**