

**One Lenawee is: ...a**  
*collaboration* of concerned people  
dedicated to *The Vision of making  
Lenawee County a Great Place to  
live, work, learn, worship, play  
and invest.*

*We bring attention and action* to  
important community issues.

*Uniting and Connecting* partners  
and committed people, we identify,  
support, and develop initiatives and  
projects that optimize community  
resources toward *The Vision.*



<http://www.lenaweenow.org/lenawee-living/>  
e-mail – [onelenawee@gmail.com](mailto:onelenawee@gmail.com)

**Steering Committee Notes  
November 15, 2016  
Lenawee Now  
5285 W US 223**

- 2016 GOALS**
- \* Strategic Plan for Lenawee County
  - \* County Administration- support their actions to increase economic development.
  - \* Implement Non-motorized Transportation Plan esp. extending Kiwanis Trail to Tecumseh. Begin implementing the River Raisin Restoration Project
  - \* Support and explore new and existing Quality of Life efforts by county organizations and individuals.
  - \* In conjunction with county economic development organizations and individuals, identify complementary activities where One Lenawee energies can add value.
  - \* OL-Org. structure & continuity
  - \* Promote Lenawee (Lenawee Brand?)

**Present:** Sue Lewis, Dan Swallow, Dave Maxwell, Steve May, Don Taylor, Tim Robinson, Bill Blackerby, Ann Knisel, Kim Murphy, Chris Miller, Eric Walcott (MSU Extension)

**1. Welcome** – Kim accepted the invitation of facilitating the meeting.

**2. Strategic Plan – Eric Walcott**

- Eric reviewed the outline that was emailed to members prior to the meeting. He gave examples of a recent strategic planning process involving four counties near Hart Michigan. He explained “public engagement workshops” as one example of how to structure the process. This could be the initial meeting followed by focus groups on each goal identified in the public engagement workshop. Dave then explained the structure of One Lenawee with the various strands. Eric suggested we set the goals first then the strands could fit into the appropriate group. This way we utilize existing resources but also identify resources we need to reach success.
- He anticipates the timeline to be approximately six months.
- We need to make sure the right people are in attendance at the January kick-off meeting and decide how to structure public engagement workshops. These should be soon after the kick-off. We actually will do a SWOT analysis at the workshops.
- The various groups can refresh their existing strategic plan or if they don’t have one, they can develop one.
- In December deal with press releases and stakeholder invites. On our stakeholder list members need to fill in the blanks regarding email addresses. Eric encouraged personal follow up after the invite. Eric will send a sample of the groups to invite as a checklist. He will also look over our sample letter and will share other examples of invitation letters. This invitation needs to go out the first of December

- Try to meet early in December to discuss a marketing campaign and our pitch for our personal follow-up. We need to make sure in this personal follow-up that we are able to explain the outcome of this process. We also need to check with Justin Gifford to have him post the kick-off event on Facebook.
  - Some members of the team volunteered to look at the five geographic areas to set up the public workshop dates so they are available at the December meeting.
  - Chris will confirm Dan Gilmartin's availability.
  - Everyone was reminded to send updated contact information on the stakeholder list to Diane Skeels.
3. **Arts and Culture** – Don reported a group known as Lenawee Art Works consisting of about 12 people are now meeting monthly. They are planning a tour of the various visual arts centers in the spring. Dan would like to get the performing arts more involved with this group and eventually connect the two. Chris suggested we try to involve the boards of these groups.
  4. **Chris** shared that on December 12<sup>th</sup> the county is hosting a forum with the Michigan Municipal League to study the business community, stakeholder meetings, etc., to discuss local units of government in financial distress. This is a critical issue.
  5. **Branding** – for Lenawee County is a topic that needs to be addressed in the future. What sets us aside from our neighbors? What makes us unique? This could be one of our goals. We need to encourage people to start thinking about this at the workshops.
  6. **Other** – Steve reported the AmeriCorps group was here about five weeks and unfortunately they were pulled out early due to a disaster. We are reapplying for a team to come next summer. He also said they are looking at having a piece of artwork created from all of the junk pulled from the river.

**Next meeting – December 6, 7:30 a.m. at Lenawee Now. Please note this is a change from our normal meeting schedule. Dan Swallow will facilitate this meeting.**

**EXAMPLES OF COMMUNITY SCORECARDS and other important links:**

<http://www.nxtbook.com/nxtbooks/fortcollins/2011communityscorecard/index.php#/1>

<http://talent2025.org/files/documents/misc/MuskegonSummaryR2.pdf>

<http://onedscorecard.datadrivendetroit.org/>

<http://tamc.mcgi.state.mi.us/MITRP/Data/PaserDashboard.aspx>

<http://www.baycounty-mi.gov/Docs/MSUE/BayCountyProfile.pdf>

<http://www.lenawee.mi.us/images/Admin Office/2014 Lenawee County Dashboard.pdf>

<http://www.michigan.gov/midashboard/0,4624,7-256-59026---,00.html>

<http://www.co.jackson.mi.us/dashboard/index.asp>

<http://www.lisd.us/lenawee-cradle-to-career-2/lenawee-cradle-to-career/>