

One Lenawee is: ...a

collaboration of concerned people dedicated to *The Vision of making Lenawee County a Great Place to live, work, learn, worship, 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/>

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**Steering Committee Notes
December 15, 2015
Lenawee Now
5285 W US 223**

2015 GOALS

- * Strategic Plan for Lenawee County
- * Community Scorecard
- * County Administration
- * Non-Motorized Master Plan/Kiwanis Trail
- * Support Organizations Promoting Quality of Life
- * Identify New Ways to Improve Quality of Life
- * Support Economic Dev. Efforts in Lenawee County
- * OL Leadership Succession

Present: Dave Maxwell, Mike Masters, Sue Lewis, Chris Miller, Joe Williams, Bill Blackerby, Justin Gifford, Don Taylor, Steve May, Tim Robinson, Dan Sallow, Garry Clift and Ann Knisel.

1. **Welcome** to One Lenawee Garry Clift and Dan Sallow.
2. **Rotating responsibilities** – Chris Miller is on for January. Sue will continue to do the minutes.
3. **Presentation to Lenawee Stakeholders** – Dave distributed a handout discussing the Vision and Status of One Lenawee. He reviewed the various projects One Lenawee has been working on including the various committees and how they have evolved. He then introduced Garry Clift who gave an update on the Revitalization of Downtown Adrian project.
 - DDA subcommittees are working on marketing current merchants, promoting buildings, business, and downtown residents.
 - They have also worked with the Adrian Chamber on such projects as Facebook and connecting people with their interests.
 - The Investment Committee is chaired by Mike Olsaver.
 - They are putting together a public marketing committee which will be more regional and include regional retail recruitment.
 - There is also a Brew Pub Committee.
 - The Hatch Adrian Committee is in process where a prize will be awarded for the best entrepreneurial idea.
 - The Organizational Committee, chaired by Nelson Douglass is working on establishing by-laws for the DDA, organizing an Annual Meeting, and trying to get more people involved.
 - The City Commission plans to update the City of Adrian Strategic Plan which was last updated in 2013. DDA will be included.
 - The Kiwanis Impact Committee is no longer a grants committee. Their interest now is in helping with the Kiwanis Trail. They would like to see it go into Tecumseh since most of the population in Lenawee County lives within two miles either side of the trail.
4. **Review of Goals for 2015:**
 - a. Strategic Plan for Lenawee County – status update:
 - The chair has been in contact with Kevin Ford, an organizational psychologist from MSU. He has worked with Allegiance Health but has never worked with a county government. He needs more information on the strands to review and then we'll see if he's interested.
 - Need the right people in the room to cast a vision.
 - We may look to the Jackson 2020 group, but they need to be revitalized as well.

- Definitely need a buy in from the County Commission.
 - One Lenawee can be responsible for bringing the people to the table.
 - The County Commission doesn't need to take the lead.
 - According to Dan we need a couple of catalyst projects that may help involve the commissioners.
- b. **Community Scorecard** – We're still undecided as to where we are going with this. Dan shared what they did in Monroe, especially their deep dive into workforce development.
- c. **Non-Motorized Master Plan/Kiwanis Trail** –
- Steve reported they are working on a plan for the River Raisin. An assessment has been done. A drone flight video of the river through downtown Adrian will be conducted and this can be used for crowdfunding.
 - Still investigating a connection between Ives Rd. and Cal Zorn Park. May use county land on this stretch. Steve plans to go into the grant writing mode for DNR Trust dollars.
- d. **Promoting (Marketing) Lenawee** –
- CVB would like to work on a brochure for trails in Lenawee County. They need a logo for Connecting Lenawee.
 - Lenawee Now wants to expand the center of their brochure to include maps. Tim and Justin will get together to work on this.
 - There was discussion on the creation of a web site for Connecting Lenawee and the River Raisin Restoration projects. It was suggested this information go on the Lenawee Now, One Lenawee, or CVB web sites, or even the County web site.
 - Common branding is necessary. Tim, Justin, and Dave will talk with Marty regarding being a part of the county web site.
- e. and f. **Support Economic Development and New Ways to Improve Quality of Life** – Nothing in addition to what already has been reported.

5. Reports from strands:

- a. Education – It is the two year anniversary of the leadership group. They will revisit their goals in 2016 but most likely will continue current goals one more year with more focus on absenteeism and kindergarten readiness. They also will be looking at how C2C can connect with trauma.
- b. Lenawee Health Network – very focused on grant dollars at this time.

6. Topics for January agenda - Goals for the steering committee of One Lenawee and Branding. Branding should include issues such as an app logo to get to the web site, and the creation of a very simple visual to explain the strands.

**Next meeting – January 19, 2015, 7:30 a.m., Lenawee Now
Chris will be the meeting facilitator.**

EXAMPLES OF COMMUNITY SCORECARDS:

<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>