

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 do that through a grassroots strategic planning process that identifies community needs & wants, community resources, appropriate leadership, and potential collaborations.

Our purpose is to unite and connect community partners who will develop initiatives and projects that optimize community resources toward that vision.



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Steering Committee Notes July 17, 2018 7:30 a.m. LISD Ross Bldg.

2018 Objectives

- Strategic Vision and Action Plan for Lenawee-publish and communicate; nine strands (focus groups) working on at least two short-term objectives.
- Branding Lenawee – agreed logo
- Non-motorized Transportation Plan – fund completion of the Kiwanis Trail to Tecumseh
- OL-Organization structure and succession plan

Present:

Justin Gifford, Chris Miller, Sue Lewis, Mark Haag, Don Taylor, Marty Marshall, Jackie Bradley, Dave Maxwell, Tim Robinson, Lynne Punnett, Joe Williams

Marketing Update from Justin Gifford: The information that was emailed to the Steering Committee last month was pulled together by a co-op group. The concept was that there would be two pillars to market, Arts & Culture, and Outdoor Recreation. Minute promotional spots would be presented through iHeart Radio and The River 101.5/Toledo during July and August. This is an alternative to Pure Michigan, which was way too expensive. Most ads focus on day trips to Lenawee County. Next launch spots will be Detroit and Grand Rapids.

Strategic Plan:

Eric would like to put together a final report. Four priority groups still have not submitted reports.

Logo and Mission/Vision Statements:

It was agreed that we would add “one community” to our tag line.

One Community...One County...One Vision

The price to develop a logo will run between \$300 to \$500. Joe reported that Old National will pay for this if Frank Nagle cannot come up with the funding. Next step – designers will meet and create two concepts of a logo for our review. The tag line will connect with our new logo.

The Vision Statement will stand as is.

Priority area quarterly reports:

Entrepreneurial – This group has not met since last fall.

Workforce Development/Talent:

Tim and Chris updated us on various grant funds and activities including start-ups and business plans. They currently have quite an asset list. They're working with underserved populations in collaboration with the Murrays at the Adrian Armory with Launch Lenawee which includes a

kitchen incubator project in the basement. They are taking this to MEDC for a match grant. The Upstart winner will be moving to downtown Adrian. Two businesses are crowdfunding. Another program through U of M Business School will add support to existing businesses that want to grow. Regarding workforce – Adrian will participate in the governor's Project Rising Tide. This program will identify projects where we can tap into some of the State's resources and technical support. Transportation has already been identified as one of those areas. They will create the list of assets as stated in their objectives. (This list is too numerous to include in the minutes).

Mark reported that there are over 200 young adults in the Adult Education Program and a grant is available to assist them in getting a skilled trade. About 40 of this group have completed this training and the grant now is being extended.

He spoke about the Marshall Plan, a collaboration of businesses and Michigan Works, but the funding flows through the school side. There will be \$100,000,000 available over five years. They still don't have all the details of the grant. Individual districts can also apply.

There is a job fair at Inteva July 18th. They are looking for a workforce.

Placemaking (Arts& Culture, Natural Resources):

Don distributed a planning chart. They will be meeting July 18th to work on strategies. They're using Visit Lenawee's community calendar. The group needs to focus more on natural resources. Their biggest challenge is there's no one to pass the baton to carry out projects.

Reports from Strands

Arts and Culture:

Discussed the action plan for the Arts, and who will do the work of coordinating the arts activities. Suggestions included using the various boards or writing a grant to fund a position. Visit Lenawee will not be able to do this.

Connecting Lenawee:

Justin is attending a meeting today on the Pure Michigan Trail Assistance Program and will send info to Connecting Lenawee. Regarding the Kiwanis Trail, Marty reported that Dale Will, Raisin Twp. Supervisor, is setting up a meeting with property owners on the west side of Raisin Center Hwy. next week. If we cannot get easement amicably, we may have to hand the DNR grant back.

Other

Dave and Lynne will be meeting with Mark Lenz next week to discuss getting regular columns in The Telegram.

It was decided that the 3rd Tuesday of the month works for most. We will continue to monitor.

Next meeting – August 21, 2018 at 7:30 a.m. at the William Ross building. Facilitator – Don

The following priority groups will report:

- 1. Infrastructure**
- 2. Community Services**

