

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 to **The Vision.**



2020 Objectives

- * Continue to work on the seven Focus Areas
- * New priorities:
 - Public Transportation
 - Active Transportation, including land and river trails, parks, & recreation
 - Assess what One Lenawee can do to help those most affected by the covid recession

Steering Committee Notes

September 17, 2020

Zoom Meeting

Present: Don Taylor, Chris Miller, Dave Maxwell, Joe Williams, Randy Yagiela, Sue Lewis, Mark Haag, Madeline DeMarco, Lynne Punnett

One Lenawee Strategic Vision Priorities 2020 and Beyond:

Public Transportation:

- **Motorized (active) -**

The Transportation Task Force met recently and are looking to hire a Mobility Manager. This is a one-year grant funded position starting October 1st. This person would be an employee of the Community Action Agency. The candidate must have strong marketing skills with an ability to reach out to the community to identify their wants and needs. It was suggested that having a transportation authority may be the way to go, especially when dealing with multiple jurisdictions because it provides a means for the sharing of responsibilities and resources.

- **Non-Motorized –**

The S. Main Street Kiwanis Trailhead (signage and landscaping) will be completed soon. Funding has been awarded for striping on the KT crossings within the city limits. There was discussion regarding the Trail Authority and the need to add people from around the county to this group since the overall goal is to connect trails throughout the county.

Connecting Lenawee met with Bob Ford to discuss the 3-mile stretch of the River Raisin within the City of Adrian. Dave also shared that he met with City Administrator Greg Elliott to discuss the river and that he is very familiar with the Dexter project.

Community Capital:

- Chris reported legislative activity is on hold until the state budget is finalized. There are many Community Capital projects in progress. Chris is starting a consulting group called Street Sense.

Communication:

- We need to work on our OL profile and decide what is more important, do people need to know who we are **or** is it that we get things done? Something needs to be done to keep communications alive. We need to find a balance in finding people to manage this. People like winners, so it is always good to share what OL has accomplished. Younger people need to become involved.
- Tim Kelly wrote the most recent article and sent it to the Telegram in early September. For October, 2-3 priority groups will write 1-2 paragraphs, to include: promoting the county health assessment, the new transportation mobility coordinator position and the trail authority. It will also include an invitation to join One Lenawee. The group discussed how to maintain consistency with the newspaper articles. Lynne made a media list of county newspapers and other forms of written and non-written communication such as 'Newsbreak.com' which is an online form of news being utilized by Britton and Onsted, the 'Homefront' magazine, and the radio stations in the City of Adrian and the colleges. She shared that formatting may be an issue with other newspapers, but she will work on this. It would be helpful if we first agree on who our audience is and then we can promote the collaborative work we do. Our biggest challenge will be reaching younger people, but if we can accomplish that, it will help with the sustainability of OL. Randy suggested the need for a more formal marketing plan. He agreed to go after grant funding to support this effort.
- WLEN – OL will be on September 19th.
- There was a suggestion made regarding a OL social media platform, however this takes a lot of time and commitment.

Next meeting date: Thursday, October 15th at 7:30 a.m. via zoom. Facilitator – Joe