

MINUTES

LAKES TO LAND REGIONAL INITIATIVE LEADERSHIP TEAM MONTHLY MEETING

September 12, 2012, 1:00 p.m.

Pleasant Valley Community Center (PVCC) 3586 Glover Lake Road

Presentation by Milan Wall of The Heartland Center for Leadership Development

Milan Wall and Kurt Moritoya of the Heartland Center in Nebraska were in town to work with the Village of Honor who are in the initial stages of developing a leadership development curriculum. Tim Ervin invited them to come talk to the Leadership Team (LT) about the programs they offer and what they are doing in Honor. John Iacoangelli reminded us that capacity building and leadership training was repeatedly brought up in the Visioning Sessions as a priority. The Heartland Center has researched successful communities in 20 states and as a result of that research has developed leadership-training curriculums. Due to the financial support from grants procured by AES, specifically from Rotary Charities, they are helping Honor bring more people into the leadership pool through a curriculum to develop community leaders. A survey of 25,000 middle and high school students around the country indicated that 25% would return or stay if they had a career opportunity. They have a program called "Entrepreneurship Investigation" that was developed in partnership with 4H to teach students how to run a business. Al added that another area needed is community training on how government works and especially how things get paid for. Wall agreed. "We call it Civic Literacy. We need to increase the knowledge bar on all that."

Old Business

Tools and Training – Monica explained that at the last meeting, instead of working in small groups the LT wanted more tools and training. Al emailed a Stakeholder Analysis. Iacoangelli asked that the LT help their Planning Commissioners identify who the stakeholders are in their respective communities. That is one of the roles they see the LT providing to help with the Master Plan process. Tamara asked us to target diverse stakeholders and invite them to the meetings. Al explained that in Onekama they didn't do that and have suffered from it. "Who are the key people who are going to make, break or influence the outcome? You have to go beyond inviting people to meetings. The analysis tells you who the stakeholders are and then you develop a communication plan. You need to be in touch with them and find out how to stay in touch". Tips on who the key stakeholders are: township officials, key business people, large landowners, people who show up at every single meeting, school officials, key community leaders. We each have to find our own way to engage people depending on our positions and personalities. Even if you know who the key stakeholders are the question is: how to keep them engaged?

Suggestions on how to engage the community:

- Insert a community specific update in the tax bills
- Make phone calls
- Flyer mailed (14 cents, front and back)
- Have a pocket list of key stakeholders
- Obtain a list of people who attended the Visioning Sessions, send updates
- Articles in the Record Patriot, Manistee News Advocate, Elberta Alert.
- Work as a team to identify stakeholders and create a communication plan
- Drive more people to the website
- Highlight website in every articles and email
- LIKE and use Facebook site
- Get people to the work sessions
- Directly engage people
- One-on-one meetings
- Group meetings

Action item: Stakeholder Analysis: download from website and start identifying the stakeholders. Let Monica or Brad know if you can't access or if there is anything else you need. At the next meeting we will share what we learned and what avenues we took. Tamara will also remind the Planning Commissioners to do this exercise and LT members can help engage them.

Updated Schedule

John and Tamara are already working with a number of Planning Commissions. In the next few weeks all of them should be engaged and working on their master plans. A draft of Tab 2 should be available in the next 4 weeks. They are a little behind because of the Visioning Sessions and townships that jumped in later, but all the Visioning Sessions are done. Springdale is out - the Township board decided not to participate. As some township officials are new or a little hesitant about the process, Al asked if there was a way for AES to generate a list of how townships have benefited financially from this process. Tim suggested that it would be better to hear it from David Meister or Bob Blackmoor. Kurt Schindler suggested the likelihood that cooperative efforts will be a prerequisite to getting grants or more points toward obtaining them.

Action Item: Provide a list of Townships that have benefitted financially from going through this process and/or interview Dave Meister and Bob Blackmoor.

Monica was asked to interview funders to see why they are backing the project. She interviewed the program officer of the CS Mott and it will be posted on the website. It could also be an article and include a repeat of the LT member names and update on the meetings. Monica asked for suggestions for future articles and offered to write them. Tim suggested asking The Pioneer Group to run the same articles in both the Manistee News Advocate and Record Patriot.

Action Item: Publish interview with C.S. Mott. Al will coordinate with Monica on contacting Dave Yarnell of the Manistee News Advocate.

Sharron mentioned that people don't pay much attention to notices on City Hall so they should be paired with press, email blasts, etc. "We need to have our tools in place so when it's time to get the word out, we can go viral". John reminded the group that 500 people are receiving website updates. Facebook and the website are already set up to keep everyone updated. Direct engagement is more successful. Email, website, and Facebook reinforces but first you have to identify the stakeholders.

Action Item: B&R will split an email list by community and send to LT. John encourages driving everyone to the website.

John reiterated that with Town meetings; Planning Commission meetings; paired with press, email, Facebook, and website message posts to 500 people, we should strive to reach 20% and that's a big accomplishment. But don't just focus on the Visioning Session folks. Different people participate at different times in the process.

Sandy asked if there was a place to start collecting collaborative ideas. There is a tab on the website for ideas.

Kurt Schindler reminded the group that if there is a minimum of 3 months lead-time to set up a Citizen Planner training. We need to decide where, what nights, whether it's web-based or local and asked that we put that on the agenda. It is a 7 evening course, 3 hours each.

Action item: John and Tamara will get an idea who wants to attend from the Planning Commissions and put together a budget and timeline.

Agenda topics for next meeting:

- Stakeholder analysis: what you did, what you learned
- Planning Commission update
- Collaborative Process
- Citizen Planner scheduling