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

Steering Committee Notes
November 21, 2017 7:30 a.m.
LISD Ross Bldg.

Present:
Dave Maxwell, Dan Swallow, Chris Miller, Sue Lewis, Tim Robinson, Joe Williams, Marty Marshall, Nate Hamblin, Lynne Punnett, and Eric Walcott (MSU Extension)

2017 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?)

• Strategic Planning
The focus of the meeting was on review of goals established by each of the seven Priority Areas. Handouts/worksheets from each area were emailed to the Steering Committee prior to the meeting and are also attached to the minutes.

Placemaking – Chris reported they identified two broad categories, Arts & Culture, and Natural Resources. There were many goals and he will send the list to Diane Skeels. A handout regarding Placemaking goals will be available in the future.

Workforce Development – see handout

Entrepreneurship – Chris reported there is a lot going on already but they need to make people more aware of what’s going on. Pathway – see handout. The web site is being revised to include more about entrepreneurship.

Collaboration & Communication – see handout.

Promotion/Marketing – Justin G. led this group. See handout.

Infrastructure – Dan reported this group has many goals and they will need to drill down to two or three. See handout.
Lifestyle Choices – This group identified three goals. See handout. The Lenawee Health Network will provide oversight of the action plan for Lifestyle Choices.

Other

- Marty reported that Lenawee County plans to conduct a countywide survey after the first of the year. Please send him any ideas you have for specific questions you would like added to the survey.
- Joe stated that One Lenawee needs to think about a succession plan for the Steering Committee. He also would like to see a summary document of the visioning process that we did and the goals in preparation for the legislative dinner.
- Dave reported that the Daily Telegram will allow a monthly column focused on the work of One Lenawee and the County Strategic Plan.
- Eric reminded everyone not to forget to acknowledge milestones. He also shared a little about a new tool we may find helpful in the future that came out of the University of Purdue called Strategic Doing. https://pcrd.purdue.edu/files/media/An-Introduction-to-Strategic-Doing-for-Community-Development.pdf
  It starts out by asking everyone to “Imagine a county where” .... and participants list their assets, but can only use the assets of those at the table. Next, they think about a short-term goal, one they can accomplish within six months. Then they determine who needs to be invited to the table. The group meets every 30 days. This model can be successful on a very local level.

Next meeting – December 19, 2017 at 7:30 a.m. at the William Ross building. Don Taylor will be the facilitator for this meeting.
What's your VISION for Lenawee County?

Workforce Development / Talent October 26, 2017 Meeting Notes

Attendees: Stan Masters, Mark Haag, Garth Escott, Laura Parra, Cindy Sutherland, Kyle Griffith, Kurt Kominek, Mike Masters, Paula Holtz, Tim Robinson, Jack Townsley, Chris Miller

The group reviewed the work done at the September Meeting and slightly revised the goals as follows:

- Put information on the county website that includes businesses; efforts that enhance and identify the county’s skilled, trained workforce; trends and future needs.
- Create an easy to understand resource – helix - for educational outreach that outlines career pathways available in Lenawee County
- Increase and track participation in MI Bright Future/Align
- Improve Communication and Outreach
- Better utilize tech education facilities; increase apprenticeships and OJTs
- Collect certification data & disseminate
- Produce, disseminate, and update an asset map

In the discussion, it was noted that Stan Masters (LISD) is already collecting data so the goal will be to continue that.

Garth (Tecumseh schools) reported they are preparing a 10 question survey and would like the committee input on that.

General discussion that we want to be sure we note the “why” we are doing these activities and that it is to change behavior to meet current and future needs. Also part of the why is that people do not know where to go and what kinds of training are required.

Stan Masters agreed to draft up some outcome language with measurable goals prior to our next meeting.
What's your VISION for Lenawee County?

Entrepreneurship Priority Area November 25, 2017 Meeting Notes

Attendees: Gary Clemetson, Mark Murray, Jack Townsley, Yvonne Beaufait, Frank Doria, Paula Holtz, Brad Maggard, Tim Roberts, Garry Clift, Oded Gurarie, Chris Miller

Review of Goals Identified in August 23rd meeting:

- Build a pathway that takes entrepreneurs through a process which moves from idea through executed business startup and includes both structural elements and processes – included in this pathway would be existing or in-process programs like Pitch Lenawee; CEO Challenge; Red Tire; UpStart Adrian; Lenawee Angels; Adrian Area Investment Accelerator; Funding sources/processes. Asset mapping could be used to identify resources.

- Market pathway and entrepreneurial resources. Included in this marketing would be focus on the resources above and a special combined ‘kick-off’ event to roll out the pathway and resources.

Discussion of who is our target audience; do we want to build this like a ‘grow your own’ or to attract entrepreneurs from outside our communities? Consensus that we want to grow our own, and that a strong local entrepreneurship culture and infrastructure may also be attractive to entrepreneurs outside our communities.

Group divided in two - one focused on the pathway goal and the other working on marketing the pathway and resources.

PATHWAY group broke down overall goal of creating a pathway (in this sequence) into the following:

1) Conduct an entrepreneur asset mapping project of Lenawee County
2) Understand and internally communicate these assets
3) Create entrepreneur checklist
4) Externally promote entrepreneurial assets / pathway / checklist

Other key elements in the process:
- Incorporate triage, referral, and wrap-a-round services
- Create very large and visible entry points – virtual and physical
- Locate and activate local small business mentors
- Conduct ongoing evaluation of assets, pathway, and checklist

MARKETING group broke down overall goal into the following:

1) Market using strengths of Lenawee County – use actual businesses like Cotton Brewery, Tecumseh Brewing, Stables, etc
2) Diversify targets to include colleges and vocational institutions, unemployed, non-college, young professionals, etc
3) Utilize existing networks
Plan of Action

Goals: 1. Involve all communities (geographically and culturally) in the county in efforts to improve collaboration.
2. Effectively communicate the value and impact of collaborative efforts

<table>
<thead>
<tr>
<th>Steps to Accomplish</th>
<th>Responsibility</th>
<th>Key Contact</th>
<th>Goal Date</th>
<th>Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a comprehensive list of known collaborations; make it a living document and publish it (the somewhere needs to be determined)</td>
<td>Collaboration and Communication Team</td>
<td></td>
<td>January 2018</td>
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<tr>
<td>Develop a communication plan that includes all forms of media; for example:</td>
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<tr>
<td>- Monthly column in Daily Telegram and weekly newspapers</td>
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<td>- Regular guest appearances on WLEN and WABJ</td>
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<td>- Social media</td>
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<tr>
<td>- Presentations</td>
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<tr>
<td>- Lenawee Vision home page/facebook</td>
<td>John Elchert</td>
<td></td>
<td>January 2018</td>
<td></td>
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<tr>
<td>Develop a plan for engaging communities in collaborative efforts, building from things they are already doing</td>
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<td>June 2018</td>
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<tr>
<td>Develop a plan for engaging people regardless of age or ethnicity</td>
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<td></td>
<td>June 2018</td>
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</tr>
</tbody>
</table>
# Collaboration and Communication Planning Chart

**Goals:**
1. Involve all communities (geographically and culturally) in the county in efforts to improve collaboration.
2. Effectively communicate the value and impact of collaborative efforts across culturally and multi-generationally.
3. Aims to make it known that Lenawee is a place where people collaborate as a way of life.

<table>
<thead>
<tr>
<th>Assets</th>
<th>Strategy</th>
<th>Participants</th>
<th>Attitudes, Knowledge and Skills</th>
<th>Behaviors</th>
<th>Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Short Term (1-12 months)</td>
<td>Intermediate Term (1-2 years)</td>
<td>Long Term (5-10) years</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Lenawee is a place that collaborates as a way of life.</td>
</tr>
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<td></td>
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<td></td>
<td>More people are engaged in making Lenawee a better place</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>Collaborative efforts are making a measurable difference</td>
</tr>
</tbody>
</table>

### Organizations
- One Lenawee
- Adrian Chamber
- Daily Telegram
- WLEN
- County Government
- Cities & Townships
- Lenawee Now
- Service Clubs
- Other organizations

### Communication Means
- Newspapers
- Radio
- Facebook
- Presentations
- Seminars
- Other

### Strategy
- Work with organizations that are collaborating effectively, and communicate their results.

### Participants
- All community stakeholders, especially those that are engaged in community service and development.

### Attitudes, Knowledge and Skills
- **ATTITUDES:**
  1. Our natural bias toward individualism
  2. Some history of unhealthy competition
- **KNOWLEDGE:** evidence that collective impact is more effective than the sum of individual efforts.
- **SKILLS:** How to collaborate effectively.

### Behaviors
- **Intermediate Term (1-2 years):**
  1. Narrow thinking and base of participants
  2. NIMBY
  3. Lenawee is not seen as part of a broad base of participants, nor is there appreciation of Lenawee as part of a larger region
  4. Appreciation that we need fresh, younger blood

### Conditions
- **Long Term (5-10) years:**
  Lenawee is a place that collaborates as a way of life.
### Plan of Action

**Goals: By 20??**

<table>
<thead>
<tr>
<th>Goals to Accomplish</th>
<th>Responsibility</th>
<th>Key Contact</th>
<th>Goal Date</th>
<th>Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a Brand and/or slogan to represent Lenawee County</td>
<td>Promotion / Marketing Team</td>
<td>Justin Gifford</td>
<td>Long-Term (24-48mths)</td>
<td></td>
</tr>
<tr>
<td>Develop marketing Campaigns work for other priority areas with their feedback</td>
<td>Promotion / Marketing Team</td>
<td>Justin Gifford</td>
<td>Long-Term (24-48mnts)</td>
<td></td>
</tr>
<tr>
<td>Creating a survey for the greater Lenawee County residents to see where they gather their information</td>
<td>Promotion / Marketing Team</td>
<td>Justin Gifford</td>
<td>Short-Term (6 months)</td>
<td></td>
</tr>
<tr>
<td>Creating a marketing campaign for how to market events, attractions, parks, recreation for residents.</td>
<td>Visit Lenawee</td>
<td>Justin Gifford</td>
<td>Short-Term (6 – 12 months)</td>
<td></td>
</tr>
</tbody>
</table>
Infrastructure Committee

**DRAFT GOALS**

September 21, 2017

**Broadband and Telecommunications**

A. Assist in creating partnerships between utilities and telecom providers.

B. Create a more consistent permitting and property tax assessment system for telecommunications in the County: 1) Unified permitting process, 2) Consistent application formats and fees, 3) Model Agreements with public agencies for major projects.

C. Map what areas of the County are currently serviced; and provide additional public information on service areas and options-1) Utilize Connect Michigan 2) Technology education materials 3) Documents to promote broadband network for economic development.

D. Work with our federal legislators to encourage the FCC to release more funding from the Connect America Fund and other funding sources they have available for rural broadband initiatives.
Roads

A. Develop a Cooperative Road Construction Bidding program in Lenawee Co., so that the County and municipalities could obtain better bid pricing.

B. Explore how the Road Commission could be more involved in contracting for municipal projects in the County.

C. Develop a County-Wide Local Road Capital Improvement Plan that identifies what Local Roads are scheduled for significant work over the next five years; and conduct an annual meeting with the Road Commission and Township government representatives.

D. Implement and Education Program on the subject of Capital Improvement Planning and how to develop a Capital Improvement Plan for smaller jurisdictions that do not have dedicated staff.

E. Develop an enhanced agreement between the Road Commission and the Drain Commission to manage orphan drains.

Non-Motorized Transportation

A. Prepare and distribute promotional information on the benefits of a County-wide or Regional Trail System.

B. Draft a multi-jurisdictional or County-wide funding plan for the development and maintenance of a trail system.

C. Identify priority routes off the Kiwanis Trail that would provide the greatest access.

Public Transportation

A. Create a central depository of information regarding public transportation options, and develop a mechanism(s) for ensuring the populations that need these services can easily access this information.
**Water and Sanitary Sewer**

A. Develop an education program for Asset Management for Water & Sewer Systems that could be utilized across the County, to include information about funding for Asset Management Planning such as the SAW Grants.

**Drainage and Storm Water**

A. Improve public and elected official education on Drain Maintenance Petitions; including an annual informational meeting for elected and appointed officials.

B. Identify regional drainage issues in the County that need multi-jurisdictional cooperation and prepare recommended funding mechanisms.

**Electricity and Natural Gas**

A. Improve the information available on the location and capacity of electric and gas infrastructure to include maps of service areas and a contact list for more detailed information.

B. Work on a County-wide basis to engage experts in energy conservation that could assist communities in understanding and applying for incentives.

**Airport**

A. Identify a funding source for making the fuel tank improvements.

**Collaboration**

A. Consolidate multiple Township meetings (e.g., MTA) occurring around single topics (e.g., drains), and there may be a need to organize and coordinate these meetings.
Plan of Action

Goal: By 2023, reduce overweight and obesity incidence in Lenawee County residents.

Strategies: Increase belief that healthy living is important and possible. Increase personal accountability for living healthy. Establish cultural norm that supports healthy lifestyles.

<table>
<thead>
<tr>
<th>Steps to Accomplish</th>
<th>Responsibility (Who is responsible for completing step)</th>
<th>Key Contact (If team, key responsibility)</th>
<th>Goal Date (Anticipated completion date)</th>
<th>Completion Date (Fill in once completed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide an annual presentation on priority community physical and emotional well-being issues (The first presentation is to be in collaboration with the release of the 2018 Lenawee County Health Assessment data.)</td>
<td>Lenawee Health Network</td>
<td>Frank Nagle</td>
<td>Spring 2018 annually</td>
<td></td>
</tr>
<tr>
<td>Launch a media campaign that is focused on an individual’s power and ability to champion their own health - (articles, radio ads and social media.)</td>
<td>Lenawee Health Network</td>
<td>Frank Nagle</td>
<td>Spring 2018</td>
<td></td>
</tr>
<tr>
<td>Implement a social media campaign that allows residents to post in real time their celebration of healthy choices</td>
<td>Lenawee Health Network</td>
<td>Frank Nagle</td>
<td>Spring 2018</td>
<td></td>
</tr>
<tr>
<td>Update both 2-1-1 and the Community Foundation's Resource Guide to reflect the most recent healthy food and physical activity resources.</td>
<td>Lenawee Health Network</td>
<td>Frank Nagle</td>
<td>By June 2018</td>
<td></td>
</tr>
</tbody>
</table>
Plan of Action

Goal: By 2023, reduce opioid addiction and abuse in Lenawee County.

<table>
<thead>
<tr>
<th>Steps to Accomplish</th>
<th>Responsibility</th>
<th>Key Contact</th>
<th>Goal Date</th>
<th>Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch a community education media campaign on the risks of misuse and abuse of opioids.</td>
<td>Lenawee Substance Abuse Prevention Coalition</td>
<td>April Demers</td>
<td>BY March 2018</td>
<td></td>
</tr>
<tr>
<td>Develop and distribute Lenawee County substance abuse treatment and recovery access informational materials through community human service agencies and businesses.</td>
<td>Lenawee Community Mental Health Authority</td>
<td>April Demers</td>
<td>By March 2018</td>
<td></td>
</tr>
<tr>
<td>Establish an opioid focused task force with key stakeholders in law enforcement, medical, treatment and recovery and prevention.</td>
<td>Lenawee County Substance Abuse Prevention Coalition</td>
<td>Martha Hall</td>
<td>By March 2018</td>
<td>Establish an opioid focused task force.</td>
</tr>
</tbody>
</table>
# Plan of Action

**Goal:** By 2023, improve the quality of life for Lenawee County Seniors.

<table>
<thead>
<tr>
<th>Steps to Accomplish</th>
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<tr>
<td>Provide an annual presentation on priority community physical and emotional well-being issues (The first presentation is to be in collaboration with the release of the 2018 Lenawee County Health Assessment data.)</td>
<td>Lenawee Health Network</td>
<td>Frank Nagle</td>
<td>Spring 2018</td>
<td>Annually</td>
</tr>
<tr>
<td>Launch a media campaign that is focused on engaging people in championing their own health and celebrating healthy aging adults and reducing the stigma of ageism (articles, radioads and social media.)</td>
<td>Lenawee Health Network</td>
<td>Frank Nagle</td>
<td>Spring 2018</td>
<td></td>
</tr>
<tr>
<td>Launch the Aging Mastery Program that targets the “Jr. Seniors” (ages 50-62.)</td>
<td>Region 2 AAA</td>
<td>Martha York</td>
<td>By December 2017</td>
<td></td>
</tr>
<tr>
<td>Develop and distribute to employers a Lenawee County “Living Well Into Retirement” kit that promotes healthy living and prevention resources for newly retired employees.</td>
<td>Lenawee Health Network</td>
<td>Frank Nagle</td>
<td>By June 2018</td>
<td></td>
</tr>
</tbody>
</table>