Steering Committee Notes  
March 21, 2018  7:30 a.m.  
LISD Ross Bldg.

Present:  
Dave Maxwell, Chris Miller, Sue Lewis, Mark Haag, Don Taylor and Jackie Bradley

Strategic Plan for Lenawee County

- Still waiting for Eric to assist with a summary report that can be presented to the community. Don agreed to contact Joe and ask him to reach out to Eric.
- Reminder – Diane Skeels has the final work plans from every priority area. The question is: what are we doing with them?
- The Cradle to Career work plan was distributed for review. Thank you, Nate. We have one more priority Area to go: Community Service, which will be discussed at the Core Group’s April meeting.
- **Monthly Reporting** - At our last meeting, we agreed to a monthly reporting process of three priority areas giving a **summary update** on their Plan of Action and measurements (if completed). This would occur on a rotating basis at **every** meeting starting in May. The first three priority areas scheduled to report in May are Cradle to Career, Lenawee Health Network (Lifestyle Choices), and Marketing. In June we’ll hear from Collaboration, Entrepreneurial, and Workforce Development. In July, Placemaking, Infrastructure, and Community Services will report. Once all have reported we will repeat the cycle.
- **Quarterly Reports** – In May we are implementing the quarterly reporting process recommended by the Communication Committee patterned along the format from the February County Commission meeting. The first quarterly report for the months of February, March, and April will be due April 30th to Dave Maxwell who will consolidate and publish a Quarterly Summary Report. Please use the Plan of Action format with the update in the right-hand column. Attach additional pages if needed.
- By June we should then be ready for a column in the Telegram and presentations on WABJ and WLEN.
• **One Lenawee Logo** – Members of the Communication group have met with the Marketing Priority area and discussed the need for a new One Lenawee Logo and tag line. At today’s meeting we affirmed the following:
  0 We do want a new, distinctive Logo and tag line for One Lenawee.
  0 It will tell people what we do and our end goal. Ex. Building a Better Community, or Improving the Quality of Life in Lenawee, etc.
  0 At some point we may wish to have a “Lenawee Brand”....similar to Pure Michigan.

**Priority Areas** – no reports today due to poor attendance, lengthy discussions on reporting process and logo.

**Next meeting** – April 17, 2018 at 7:30 a.m. at the William Ross building. **Facilitator** – Joe Williams?