

## **Strategic Plan Advisory Network (SPAN) December 4, 2013 Meeting Minutes**

The Strategic Plan Advisory Network met at Cecil College, North East Campus, in the Technology Building on December 4, 2013. This meeting was scheduled to meet with County Executive Tari Moore. The following members of SPAN were present:

Richard Bayer, Joyce Bowsbey, Richard Brooks, Steve Connelly, Denise Davis, Bruce England, Scott Flanigan, Patricia Folk, Mario Gangemi, Stephanie Garrity, Chick Ham, Michael Holmes, Diane Lane, Donna Nichols, Scott Mesneak, Grove Miller, Elyse Murray, Chip Peterson, Mike Ratchford, Winston Robinson, Dan Schneckenburger, Eric Sennstrom, Dave Trolio, Nancy Valentine, Clyde Van Dyke, Lisa Webb, Al Wein, Ken Wiggins, Joe Zang,

Guest: Tari Moore

Al Wein, Chairman, welcomed members.

Dr. Lane asked everyone to take a look at three handouts containing feedback from some members that were unable to attend the last meeting. The committee as a whole will determine if the additions/suggestions are placed in the plan.

Discussion on the process of public comment. The draft plan will be placed on the County Website, asking for feedback. Each member of SPAN will be asked to take the plan back to their constituents and ask them to go to the County Website with their comments. Local media will also be asked to publicize via a press release with a request to go to the website to comment on the plan. Ms. Davis offered to place the same request on the TV's in the libraries. Scott Mesneak suggested that comments should not be open comment but be e-mail generated. The plan will be placed on the website in early January for approximately two weeks. Members of SPAN are asked to collect vocal feedback and present to the Network in a one page summary.

All feedback will be looked at and compiled for the Network.

Al Wein welcomed Executive Moore.

Dr. Lane gave an overview of the meetings, the planning process and the plans for receiving and compiling public feedback regarding the Strategic Plan. The top five priorities were readily observed, and the goals to move the priorities forward were gathered and formatted into the plan, each reflecting the needs of the county. Additional feedback related to education, Parks and Rec and non profits will be discussed tonight.

Executive Moore thanked everyone for their time and commitment in putting the Plan together. Tari expressed that the details are clear and specific and is interested in hearing the thoughts behind the details of the Plan.

Ms. Davis gave a summary of the Educational process and goals.

Mr. Wiggins commented on how large in scope the illiteracy, poverty and drug problems are in the county, and that no one entity is addressing these issues in a comprehensive way. When the Priorities are researched and the goals are addressed, it is a hope that these issues will be addressed and alleviated over the years.

Bruce England commented that the process has been wonderful. The challenge has been in the details. Dr. Lane agreed, saying that this plan does not supplant the other existing plans in the county. This Strategic Plan should address the issues at large, being careful not to be too detailed, and finding that balance is difficult.

Executive Moore agreed with those thoughts, and asked for feedback on attaching dollar figures to go along with the Plan. Once the goals and objectives are stated in the Plan we are committed to seeing it to fruition. Accountability is also a difficult issue regarding the Plan. Metrics are attached and placed in the Plan using trends and the distance/time needed to accomplish the goals. Uniting new partners and collaborating between departments and or organizations will enhance the impact of the Plan.

County Executive Moore asked the network if there were something missing in the Plan now that they feel should have been addressed. This initiated a conversation on water, our natural resources and state mandates. If it is state mandated, and is already being addressed, do we need it in this Plan?

Dr. Lane reviewed the process for vetting the Plan with the public. Committee members will drive people to the County website to take part in a survey. A press release will also drive people to the website. All agreed that the survey require a name entry before responses can be submitted.

Ms. Davis agreed to have hard copies of the survey in the libraries for those who do not have access to the internet.

This is not a tactical plan, it is broad plan. It should be clear that this was put together collaboratively.

County Executive Moore thanked everyone for their time and effort before leaving the meeting.

The Network members addressed additional handouts from Denise Davis regarding education, Clyde Van Dyke regarding Sports Tourism, Ken Wiggins, refinements on infrastructure and rural character, and one from Pat Folk regarding non-profits.

Denise Davis gave an overview of her handout focusing on family engagement and the addition of lifelong learning for all ages to the educational priority.

Goal 1 stays the same.

Goal 2 stays the same.

Goal 3.1, and 3.2 go away, they are addressed in the revised objectives.

Goal 4 becomes the family engagement.

Clyde Van Dyke, Director of Parks and Rec asked that Sports Tourism be implemented into the Plan. Clyde will go back to the Parks and Rec Board to get the specific language needed.

Dr. Lane asked for comments on a request for adding non profits into the Plan. The Network feels that these are tactical suggestions and should not be addressed in the Plan.

Ken Wiggins spoke about his request to add our natural resources into the infrastructure priority. The Network did not agree. Most property that is owned in rural areas is privately owned. The Agricultural community will be concerned. The Comprehensive Plan addresses rural character, sensitive areas element, and land use elements.

Mr. Wiggins request to add increased tourism to Goal 5 under Economic Development was discussed and it was suggested to add 5.1 to read: Support efforts to expand the agriculture business sector and tourism.

Dr. Lane will work the new language into the Plan; existing red ink is going to black print. Additional feedback is due by Sunday and will be compiled and back out to the SPAN. There will be no meeting next week.

Having no further business the meeting adjourned at 9:05 pm.

