

Strategic Plan Advisory Network (SPAN) October 9, 2013 Meeting Minutes

The Strategic Plan Advisory Network met at Cecil College, North East Campus, in the Technology Building on October 9, 2013. The following members of SPAN were present:

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

Al Wein, Chairman, called for an approval of the Amended September Minutes. Minutes were approved as submitted. (Note: Minutes were sent out prior to the meeting, and amended for clerical error).

Dr. Lane introduced Nancy Valentine as a new member of SPAN. Nancy has attended all prior SPAN meetings.

Confirmation of Vision and Mission

Dr. Lane reviewed the Vision and Mission Statements from the September SPAN Meeting.

Dr. Lane tallied the Values to show that all four groups agreed that Integrity was the highest ranked value, with Accountability, Collaboration and Excellence each receiving a tally from three of the four groups. The top four are very clear. Leadership and Accountability may be added at a later time if the group feels it is necessary. These will help frame and guide us towards our priorities.

There was discussion regarding the Vision, and an awkwardness of the wording.

Original: Cecil County is a place of opportunity for all, and encourages economic vitality, quality education, and safe communities.

It was suggested by Denise Davis to take out "encourages" and change it to read:

Cecil County is a place of opportunity for all, **known for** its economic vitality, quality education, and safe communities.

The Strategic Plan is aspirational, and Vision Statements are supposed to be audacious.

Al Wein, Chairman, asked for a motion to amend the Vision: There was a motion by Denise Davis to amend the Vision Statement to take out the phrase “and encourages” and change it to “known for its”. Motion seconded, no discussion, Motion passed with one Nay recorded.

Aligning Data and Strategic Priorities

Upon review of the listed strategic priorities, Education, Sound Fiscal Community, Infrastructure, and Job Creation were the top four priorities receiving the most consideration.

There was a motion to include the top four plus the combination of Health & Social Issues/Mental Health along with Safe & Healthy Community. Motion was seconded.

Discussion: Make the public safety goals broad so that they will support a Healthy Community *Environment*. Motion was amended to change the priority to read: Safe & Healthy Environment which encompasses public safety, health, social issues and mental health. How we word the priorities will have implications. What is inherent in each of the priorities? Education can be K-12 or what we do through Parks & Rec, Department of Aging, etc. When we build out the goals, the activities will show the direction of the priorities. The goals will also be very measurable.

Amendment to Motion: to adopt the top four priorities plus Safe and Healthy Environment. The amended motion was approved unanimously.

These priorities now need to be discussed using factual evidence. The goals and objectives will be fluid, supporting the Vision, Mission and Strategic Priorities.

Poverty, rural character, homelessness, historic preservation, citizen involvement (core value), processes (procedural mechanics of government), and transportation are all issues to be addressed when discussing the priorities and goals.

Using the handout of Current Conditions in Cecil County the network broke into 5 groups based on expertise and the priority. Groups included Education, Fiscal Community, Infrastructure, Workforce/Economic Development and Safe & Healthy Environment. Dr. Lane asked that data be used, so that metrics will fall into place.

Groups reported back to the entire network and listed their goals. Dr. Lane asked that all groups submit their goals in writing to be compiled during the following month.

A county strategic plan will not replace a functional strategic plan, the college has their own plan, the health department has its own, etc. The county plan will give priority but not the specificity that might mitigate other plans.

There was discussion on whether we can start the meeting at 6:00, or 6:30. Vote taken, we will shoot for 6:00 pm.

Meeting adjourned at 8:55 pm.

The next meeting will take place November 13, 2013.