The Grand Vision CORE meeting 6/25/2012:

1. Pledge of Allegiance
2. Welcome and Introductions

* In attendance: Erin Bernhard, Tom Emling, Ed Bailey, Jill Saarela, Barb Gordon-Kessel, Sarna Salzman, Marie Greaney, Bill Latka, Jim Sluyter, John Sych, Matt Skeels, Mike Woods, Shauna Fite, Kim Pontius, Debbie McKeon, Sarah Lucas, Andy Knott

1. Public Comment
2. Approval of Minutes
   1. Changes to the Agenda
      1. Motion - Matt Skeels
      2. Second - Shauna Fite
      3. All approve
   2. Minutes
      1. Motion - Phil Ellis
      2. Second - Erin Bernhard
      3. All approve
3. Network Administrative Shared Services

* Debbie – There is a team working on Network Administrative Shared Services to determine how we build the resources to help people take action and give people the ability to use these resources. Working to answer the question of how we support communications, connect to resources, provide civic engagement, and help people find each other to help inspire and implement projects. Digital tools are a part of helping to provide these services. Now work is being done to determine how to put these together into a Hub so that they are useful, a lot of inspiration for the resources come from the Kellogg foundation. Stay turned. We need early users, folks at this table to learn what works and continue to make improvements. Already using Diigo with the Energy Network on the HUD Sustainable Communities Regional Energy plan.

1. Network Updates

* Energy Network (Presenter: Ed Bailey) – Energy efficiency summit held. Continuing to work on regional energy plan. Working on communications plan.
  + Tom – How was the attendance at the energy efficiency summit?
  + Shauna – A little under 200 people
* Food and Farming Network (Presenter: Jim Sluyter) – Unfortunately the grant for 10 cents local was not approved. There are other applications in for school funding of local food. The Food Hub consultant is doing final edits, should be done soon. The plan will be sharing as soon as this is done. The Farm Bill has been approved, better than they had hoped for, thanks to Debbie Stabanow. There is continued work on regional branding and regional food branding. Working on scaling up local food in the supermarkets.
  + Kim – Triston Cole working on Food and Farming in Antrim County.
  + Jim – Knows him, but has not worked with him. He is a regional farm bureau representative. Has worked at Central Lake School (Update: He teaches at Ellsworth High School). Is either organizing or is working to organize in the schools.
  + Kim - Working with youth video. We should try to make contact and work with him.
* Growth and Investment (Presenter: Mike Woods) – Placemaking summit a success. Working on HUD grant, including creating a new definition of growth and investment areas. Working on a community asset inventory. Last survey NWMCOG conducted was an infrastructure survey, now community involvement is an important component as well. Plan to have the community asset inventory survey out in July.
  + Kim – How connected is the Growth and Investment Network with the Boardman River Prosperity projects?
  + Mike – They are not officially connected to these projects, maybe some are connected as individuals
  + Kim – Boardman River Prosperity Plan meeting tomorrow night (June 26th) in Kalkaska about the plan developing around the Boardman dam removal. There will be three meetings you can find them on the Ticker and on The Grand Vision website.
  + Debbie – Send a note out to all Network members.
  + Jill – Utilize community calendar on UpNorth.
  + Debbie – Arts surveying organization has reached out to Debbie to share their survey. Going to send out surveys soon.
  + John – In their planning process (Grand Traverse County Master Planning process) they are categorizing assets to help divide communities and their assets better.
  + Mike – Grand Traverse County’s process is very community input based.
  + Kim – The governor cares a lot about The Grand Vision.
* Housing Solutions Network (Presenter: Sarah Lucas) – At the May Housing Solutions meeting the Coast Guard commander presented on housing issues, a lot of their members have housing concerns. BATA presented on what they are planning for the next 2 years. At the July Housing Solutions meeting a senior housing provider and low-income developer will be presenting and what they are looking for in projects in The Grand Vision region. Working on Housing Networks review of HUD plan and inventory for Grand Traverse County. The Housing Solutions Network is going to develop plans outside of just Grand Traverse County, one for each of the 5 other counties. The last Housing partnership event was cancelled, conflicted with energy efficiency summit, so they cancelled their energy efficiency Housing partnership event. Ron Cummel is retiring, but plans to stay involved in the Housing Network.
  + Kim – Any progress on the depot property?
  + Sarah – Homestretch and Habitat for Humanities will own the depot property very soon.
* Kim – We will invite all GV members for the ground breaking.
* Natural Resources Network (Presenter: Kim Pontius) – Working on Beach grooming and Boardman River dam.
  + Tom – Erin, Rochelle, Tom and Connor met with Jenifer Strauss the new program coordinator for the Grand Traverse Stewardship Initiative.
  + Kim – Bring her to next CORE meeting.
* Transportation Network (Presenter: Matt Skeels) – Complete streets have been reenergized by a Rotary grant, they now have 3 subcommittees. They are hoping to this fall to get policies and ordinances. Paving of Leelanau trail by July 1st.
  + Erin – The Leelanau trail has already been completed ahead of schedule
* Matt – Keystone Road has been improved which has caused more traffic. North Long Lake should be done in the next week or so. The safe routes to school near West High will be done soon. The Transportation Network is looked at the HUD grant outline for the process.
* Natural Resources Network (Presenter: Andy Knott) – Came from Boardman River Prosperity meeting. At the last Natural Resources Network meeting they were focused on major projects and programs for the next 2 to 3 years and finding those areas of collaboration. Next step is pulling this information together for a useful document. At the next meeting in July, Coastal Zone Management will be coming to meet and greet. , This is important because they have funded many projects in our region.
* Kim – Any other Network Updates?
  + Virginia – Andy, Can you talk a little more about the Boardman leadership prosperity program?
  + Andy – It is pretty diverse. They are going to have a meeting with PRI July 10th, Becky Ewing set this up. They will be talking about how quality of life leads to prosperity.
  + Andy – Public sector consultants working on the prosperity plan. Beckett and Raeder are working on measuring prosperity of the Boardman River plan.
  + Kim – Doug Luciani has stated in Boardman River Prosperity meetings that prosperity is not just profit, which is an important distinction and important that this is coming from the Chamber of Commerce.

1. CORE Update

* Chair (Presenter: Kim Pontius) – Miplace has been launched to put up your placemaking projects. NAR gave full $15,000 for GV annual event and to build toolkit for annual event going forward. NAR reviewed the grant application and wants a Grand Vision team to come to national New Designs for Growth conference in Kansas City to talk about what we are doing. In fact, Kim first learned about The Grand Vision at a New Designs conference in Albuquerque back when he first started. Kim was recently contacted by a political person for Stabenow, who will be coming to the area. They want to get information on Food and Farming to share with Stabenow, or staff, so Kim will need information on involvement in local food and local farming.
* Communications – Annual Event (Presenter: Debbie McKeon) – Janie McNabb wrote the grant and Kim presented it in. The grant is to make the work that we do more sustainable, create the “how-to” guidebook for doing the annual event. They will be working with Allison Bears at EventsNorth to put together the event and write the toolkit. There will be an event in each county. Three events a week, one in each county. The final event will be in Traverse City at the State. All videos by the students will be shown. Video will go viral on the GV website. Date at State Theater October 6th or 7th. Youth videos from the county presented in will be featured in their respective counties. If anyone has ideas please feel free to share them with Debbie and Janie.
* Kim – It was an issue last year that The Grand Vision event was still Traverse City centric. Hopefully we will reconnect with people we have lost.
* Debbie – If anyone has ideas of people in each county who should be involved. Allison Beers will be reaching out to people on the behalf of The Grand Vision, working on job descriptions, so people can carry forward the Annual event in future years.
* Barb – Working on strategic communications plan. Working on the need for on-going communications. What does the GV mean to them. They have been talking with Jill about structuring a new campaign to feature new projects. Need some funds to help with this. Working to promote the projects Grand Vision is working on.
* Jill – They want to help with the awareness and the best way to get things out on what is going on. Working on the best way to get information out to the masses.
* Barb – Spoke with the Chamber and they are willing to help promote these programs.
* Kim – Can you explain what we will see?
* Barb – Possibly a paid ad campaign, to help people understand The Grand Vision. Want to promote projects like the Silver Lake project.
* Kim – Issue he still has that Grand Vision is a nonprofit network that it is supported by grants and would die otherwise. We need to get the private sector reengaged. It is going to be the private sector that actually ends up doing projects, thus the private sector benefits from the work that The Grand Vision does. What product are we selling as The Grand Vision? Where are the 12,000 people? We need to get to the point where we are getting people flooding to Grand Vision events.
* Jill – There has been great work done, but the GV has not gotten out to the public. We need everything under one umbrella. For example, the PSAs TART is doing needs to be under The Grand Vision.
* Barb – It is hard to make the connection all the projects that are related to The Grand Vision.
* Kim – What do you think about our communications approach?
* Kim – Was the Buckley project Elmer’s?
* Matt Skeels – Yes
* Andy – There will be a private organization that will be contracted to take out the Boardman Dam.
* Tom – Who is working on Bryant Park in Suttons Bay?
* Andy – They have not picked a contractor
* Andy – All projects have to say it is supported by EPA dollars, we should make sure they have signs up for Grand Vision as well.
* Virginia – This is good. Most people don’t think that The Grand Vision is working for them, except for writing grant applications.
* Kim – A big issue is people think that The Grand Vision was DOA in 2009 after the study. It is not clear to people that The Grand Vision is active and that things are happening.
* Virginia – It was impressive how many business people and entrepreneurs were at the Energy Efficiency Summit.
* John Sych – This great, we need to get more private sector involved. The issue for him is the use of The Grand Vision label for any project.
* Kim – We are still working out a vetting process for what projects are The Grand Vision and make sure The Grand Vision name and logos are used right.
* Connor – Talked about current process of getting The Grand Vision logo and use of it, which is through a form and the approval of Network conveners.
* Sarna – We also need to make it clear that projects are not always completely in-line with The Grand Vision and organizations.
* Barb – We need to point projects back to the framework.
* Kim – We made a process, but we need to reconsider it.
* Debbie – Only share with Barb projects that have been through the vetting process, so they are good to go for promotion.
* Sarna – How will The Grand Vision PSAs look?
* Jill – They will have The Grand Vision at beginning and end and then business/private will be buying the ad and featuring their organization in the ad.
* Sarna – We should also have private organizations buying sponsorship for NGOs.
* Tom – We need to promote the work going on. We have lists of people who have been involved in The Grand Vision and by invitation should involve these individuals.
* Civic/Youth Engagement/VISTAs (Presenter: Connor Miller) – We will be hiring on 4 new VISTAs. Connor Miller, Rochelle Currier and Erin Bernhard are continuing to work on Youth Engagement for The Grand Vision which includes the student video project which will feature videos from each of the six Grand Vision counties at the Annual Event. Also, Connor is continuing to work with students to put in a Disc Golf Course at Herman Park. They will begin putting in holes in late July and the 18 hole course is planned to be completed by late August.
* Sarna – For student videos connect with SEEDS summer programs. They had Rock SEEDS summer program and have pictures at the very least maybe some video as well.
* Sarna – the Youth Engagement Advisory Committee could be called together again to. Talk about adding placemaking in their surveying of youth.
* Other
  + Bill Latka – working on videos.
  + Kim – Would like to have Discovery Channel continuing program on our youth engagement process.

1. Unfinished Business

* Grand Vision Strategic Planning Process (Presenter: Debbie McKeon) – Pam is putting all 4 strategies together which were discussed at the last Grand Vision Strategic Planning meeting. At the next meeting will be using CORE to decide who will carry forward these Strategies. Talked a lot about making it easier for the general public to be involved and sustainability for this work. Also, that we need to be less grant funded. Working on a structure.
* Kim – We are trying to keep the fun in The Grand Vision. Don’t take ourselves too seriously.
* Kim – July 23rd CORE meeting information on The Grand Vision Strategic Plan will be publicly available.

1. New Business

* Grand Vision Transition to Salesforce (Presenter: Debbie McKeon) – We have over 3,000 people on The Grand Vision communications. Rochelle has been doing a lot of work on this. Freya is building out the Salesforce system she will be sharing this with CORE soon.
* Private Sector Involvement in Grand Vision (Presenter: Kim Pontius) - Three things: Private Sector involvement, Youth Engagement, and Sustainability of The Grand Vision going forward.

1. Public Comment
2. For the Good of the Order
3. Adjournment