
A Community & Economic Development Strategic Planning Project for White County, Arkansas

Town Hall Meetings

June 22-23

Beebe

Bald Knob

Rose Bud



Agenda



- ▶ Advancing White County's Overview
- ▶ Connection between Community & Economic Development and Technology
- ▶ Have a Conversation (30 minutes)
- ▶ Vote & Count
- ▶ Next Steps & Questions




Project Facilitators

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The Center for Community and Economic
Development at UCA

- ▶ Project Manager: Kelly Lyon (501-269-8951) or klyon@uca.edu
 - ▶ Project Coordinator: Amy Whitehead (501-852-2930) or abynum@uca.edu
 - ▶ Project Liaison: Ancil Lea (501-459-5273) or alea@uca.edu
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Project at a Glance

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- Initiated by:** The Arkansas Works Summit participants – now called ***Advancing White County***
- Vision for:** A Comprehensive Community & Economic Development Plan
- Draft Mission:** *Advancing White County:* Preserving the past while strategically planning for a promising future for all citizens through mutual trust, respect and cooperation.
- When:** May 2009-January 2010
- Why?** Actively create our future rather than just let it happen



Project Goals

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- ▶ Create a vision related to the 21st century economy
- ▶ County-wide citizen engagement from all parts of White County
- ▶ Focus on identification and leveraging White County assets
- ▶ Develop realistic solutions and implementation strategies based on community/economic development best practices and use of technology



Why Have Town Hall Meetings?

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- ▶ Receive some information on Community & Economic Development
- ▶ Have a conversation about White County
- ▶ Vote on whether to go forward
- ▶ Select a logo
- ▶ Plan for next steps



What is community development?

What is economic development?

What is the technology connection?



Community Development

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- ▶ A place-based focus
- ▶ The building up or creation of assets: resources or advantages of place
- ▶ The improvement of quality of life
- ▶ Financial, economic, environmental and social sustainability
- ▶ Increasing the confidence and ability of citizens to identify and tackle their own problems



Community Development Happens When....

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- ▶ People can organize and mobilize their resources to achieve goals.
- ▶ Relationships develop that facilitate cooperation and collaboration.
- ▶ Simply put, **community development happens to the extent members of a community can work together effectively to solve problems and create assets.**



White County has Human Capital

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- ▶ People with family heritage, history, and wonderful memories here
- ▶ New people who have moved here and love it
- ▶ People that have moved away and have come back home
- ▶ People that are looking to the future



What's Economic Development?

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- ▶ More and better jobs
- ▶ Increased standard of living
- ▶ Increased quality of life
- ▶ Diversification of local economy





The Connection

- ▶ Community development creates a “development – ready” community
- ▶ Economic development markets and sells the community
- ▶ The two go hand in hand – can’t have one without the other



Technology Connection



- ▶ Traditional infrastructure, plus high speed internet access
- ▶ New type of virtual infrastructure
- ▶ Continual web-based competition in economic development
- ▶ Some counties look at this issue separately, and some integrate it this process



Let's Have a Conversation

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- ▶ At Your Tables:
 - ▶ Remember the “Golden Rule”
 - ▶ Let Everyone have a Chance to Talk
 - ▶ This is not a Forum for Complaining
- ▶ Using Your Forms – Record your Group's Top 10:
 - ▶ White County Assets
 - ▶ White County Barriers to Success
 - ▶ Wishes if you had a “Magic Wand”



Let's Vote!

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- ▶ Using Your Individual Voting Forms:
 - ▶ Vote “Yes” or “No” for continuing with Advancing White County
 - ▶ If you vote “Yes” – Please provide your name and email address (or other contact information) to join the Steering Committee?
 - Are you interested in being on a Sub-Committee?
 - ▶ Select logo choice
- ▶ Give us just a few minutes to count the votes



Logo Selection

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- ▶ Tim Cox
- ▶ Pat Matheny





TJM COX DESIGNS

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*Designed by:
Pat Matheny*

Voting Results



- ▶ For this Town Hall Meeting
- ▶ For all Town Hall Meetings – will be sent out in an email to everyone that provides their email address and released in a Press Release

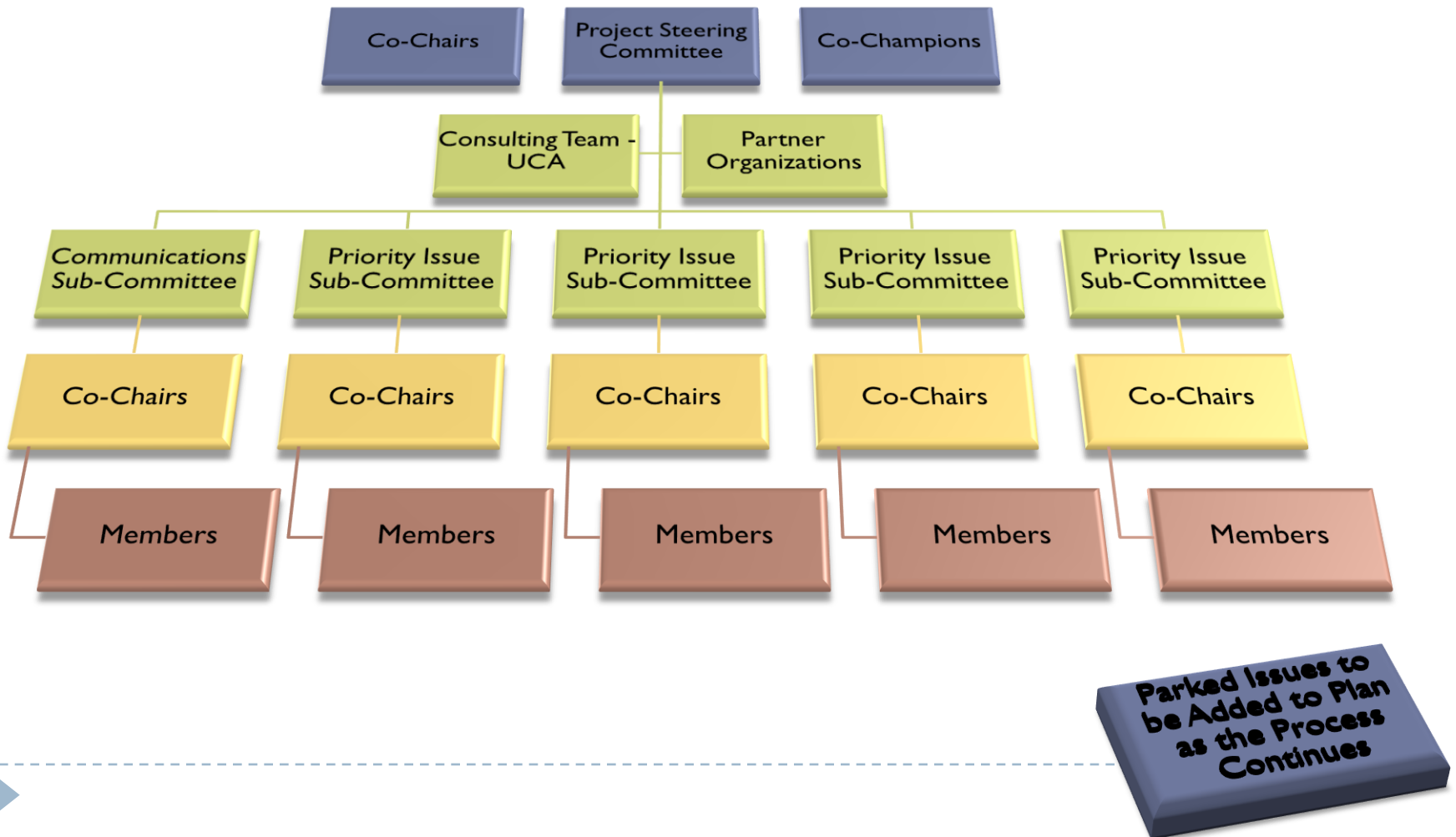


Next Steps

- ▶ If the Community votes in majority “No” then the process ends
- ▶ If the Community votes to proceed then the planning process will continue...
- ▶ Plan for monthly meetings
 - ▶ Steering committee
 - ▶ Sub-committees



Proposed Project Organization



Project Timeline



1. Project Initiation: May/June
2. Expansion of Steering Committee: June/July/Ongoing
3. Discovery: July/August
4. Strategic Planning: September/October
5. Final Plan Review: November/December
6. Endorsement & Celebration: January
7. Implementation: (February)
8. Evaluation: (Continual)



1. Project Initiation-We're Here!

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- **Project Kick-off Meeting: May 1, 2009**
 - Draft of Mission Statement
- **Town Hall Meetings: June 22-23, 2009**
 - Initial Discovery of Issues/Needs & Support
 - Logo selection
- **Feedback to Steering Committee: July 2009**
 - Town Hall Meeting summary
 - Final logo choice
 - Expanded steering committee membership



2. Expansion of Steering Committee

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- ▶ Continue to invite and recruit...the more the better
- ▶ Who should be included that isn't represented today?
- ▶ Is there someone you could invite to participate?



3. Discovery Methods

- ▶ SWOT Analysis of Community Factors
 - ▶ Town Hall Meetings
 - ▶ Research and Data Collection
 - ▶ Surveys
 - ▶ Interviewing
 - ▶ Regional Touring
 - ▶ Best Practices
 - ▶ Benchmarking where possible



Our deliverables

- ▶ Summary report of the town hall meeting content and logo selection to the Steering Committee in July
- ▶ Work with the Steering Committee to set monthly meeting dates & locations
- ▶ Distribute expanded Steering Committee list
- ▶ Organize next phase, the Discovery Phase (July/August)
- ▶ Project web site (after Discovery Phase)





Questions?

Many Thanks for Coming to this Town Hall Meeting!!

