

**To: White County Steering Committee**  
**From: Kelly Lyon, White County Strategic Plan Project Manager**  
**Date: May 5, 2009**  
**Re: Kick-off Meeting Minutes**

---

## **I. Introductions**

Judge Michael Lincoln provided opening remarks, and explained that he and Searcy Mayor Belinda LaForce are the co-chairs for the White County Strategic Planning Process. The Judge wants to align the county's planning efforts with the governor's focus on every county in Arkansas assessing itself and developing a plan. The focus areas for the strategic plan have already been identified as Healthcare, Infrastructure, Quality of Life, Economic Development, and Education. Each of these focus areas can be broadened to accommodate a variety of issues that the plan can address. The Judge feels this effort is significant because White County has never had a strategic plan, and the county has plenty of assets from which to build a solid foundation. All cities will be recruited to have input and take part in the planning process. Funding of the plan was provided by the Quorum Court.

Introductions were offered around the room.

## **II. Overview of the Project**

Kelly Lyon, Acting Director of the Center for Community and Economic Development (CCED) at the University of Central Arkansas introduced herself as the Project Manager. As Project Manager, Kelly will facilitate the planning process through each of its stages and serve as a resource for the county. Amy Bynum of the CCED will assist Kelly in coordination of the project. Kelly gave an overview of each phase of the project. The project is currently in the initiation phase. The consultant team will approach the process in a way that is inclusive, transparent, and takes advantage and leverages existing resources and assets in the county and state.

## **III. Development of Draft Project Mission Statement**

The meeting participants were asked to break into small groups to work on answering key questions that would assist in drafting a mission statement. The group responses to each question are listed at the end of this document, along with the Draft Mission Statement.

## **IV. Next Steps**

The next phase in the planning process will be to expand the Steering Committee. This will be done through a series of three town hall meetings in the county that are open to the general public. Town Halls will be scheduled in Bald Knob, Beebe, and Rose Bud. These meetings will be used to seek county-wide buy-in of the project, recruit new members to the steering committee, and develop a project name. Kelly and Amy will work with the

Communications Committee to schedule and coordinate the Town Hall Meetings. An overview of next steps is provided in the table below.

Item	Action Required	Person Responsible
Project Name	Vote on Project Name	Steering Committee
Logo	Development of Logo	Communications Committee
Website	Construct and Launch Website	CCED
Town Hall Meetings	Set Date/Time/Location	CCED/Communications Committee
Expand Steering Cmte.	Publicize Town Halls	CCED/Communications Committee

### Development of a Draft Mission Statement

1. What core values should this project embody?

- Open to all people in the county
- Integrity
- Contributions by all
- Positive attitude
- Tradition
- Respect for diversity and different opinions
- Trust
- Fairness
- Cooperation
- Inclusion of everyone
- Communication
- Involvement of young adults
- Leadership

2. What strategies should be used to make this project successful?

- Include everyone
- Meet in various parts of the county
- Work towards implementation
- Public awareness and involvement
- Use available knowledge and resources
- Flexibility
- Set realistic short term goals to show progress
- Inclusion of large number of participants
- Get all communities in the county involved
- Conduct a SWOT analysis
- Timely communication with committee members and the media
- Publicize events and progress through the media, schools, email communication
- Big picture objectives
- Results-driven

3. Who should participant in the project for it to be successful?

- Youth/High School students
- Colleges
- Retirees
- Leaders in the community
- Everyone
- Health care providers
- Public safety officials
- Government representatives
- Businesses
- Banks
- Nonprofit organizations
- Faith-based organizations/Churches
- Farmers
- City and rural areas
- Chamber of Commerce

4. Who will benefit from this process?

- Youth
- Businesses
- Schools
- Farmers
- Churches
- People who use services
- All citizens of White County
- Municipalities and rural areas
- Future generations

The draft mission statement reads:

*White County Strategic Planning Commission: Preserving the past while strategically planning for a promising future for all citizens through mutual trust, respect, and cooperation.*

Please send comments or corrections to [abynum@uca.edu](mailto:abynum@uca.edu) or 501.269.9009 by May 30, 2009. After the minutes have been finalized, they will be posted on the project web site.