



Leadership Goal Team Meeting Minutes

December 5, 2011

Phillips County Chamber of Commerce

Attendance: Bettye Hendrix, Doug Friedlander, Jim Riley, Julia Nordsieck, Kathleen Bell, Len Walp, Mollie Palmer, Shawn Payne, and Terrance Clark

Agenda

- **Welcome and Overview**
- **Year in Review** – Doug guided the group through a review of the table below

Priority Area	EOY Goal	Status
1A: Local Talent Pool	Create and launch talent pool	Delayed (Volunteer Corps was prioritized and this did not get beyond the participant enrollment phase)
2: Phillips County Volunteer Corps	Launch Volunteer Corps (announce, sign up people, utilize on more than one event)	Completed (but more work still to be done for it to be fully actualized)
4E: Youth Mentoring / Shadowing Program	Structure of youth mentoring program in place	Not Complete (Chamber's Education Committee is handling this by creating a VitalLink pilot in the Summer of 2012 – this is, as of now, still on track)
4H: Leadership 101	Launch course at PCCUA	Completed
4I: Chamber Leadership Academy	Launch course with 10 participants	Completed (but with only 9 participants)
5A: Citizenship 101	Complete pilot with first group	Deprioritized (No Progress)
5B: Voter Awareness Project	Conduct pilot on school board elections, evaluate and integrate lessons learned and insure infrastructure is in place to move forward for the next election	Delayed (There were no contested school board races in September 2011)

- **Priority Areas for Next Year** – The group was asked to review a list potential priority areas, broken out into three categories (see below). After extended conversation, the following priority areas from each category and end-of-year goals for each were agreed upon:
 - **Past Priority Areas** (that may require additional steps)
 - 1A: Local Talent Pool (Owner: PCCOC)
 - Launch program and make at least 10 matches (not necessarily to 10 unique persons)
 - 2: Phillips County Volunteer Corps (Owner: PCCOC)
 - If grant is funded, meet the goals set out in the grant
 - In addition, explore possibility for having PCCUA structure/focus their student volunteering requirement on activities likely to lead to greater civic engagement and community leadership
 - 4H: Leadership 101 (Owner: LW & DF)

- If grant is funded, meet the goals set out in the grant
 - Launch a second class that is more successful than the first
 - 5B: Voter Awareness Project (Owner: WS & KB)
 - Pilot for May primaries
 - Fully implement for any additional local elections in 2012 with improvements based on lessons learned in pilot
 - NOTE: Given that Goal 4E has been fully entrusted to the Chamber's Education Committee, it was suggested that we mark this project completed. There was some discussion of simply just "keeping an eye on it" from the Goal Team level even if not actively working toward it. Ultimately, this goal was not prioritized for 2012 so we are presumably not even keeping an eye on (at least the VitalLink form of it) it for now.
- **Other Priority Areas in the Strategic Plan** (that we may activate)
 - 4A: Youth Entrepreneurship program (Owner: TC)
 - Chose/design program.
 - Recruit participants and begin first cycle (first cycle need not be completed by Dec 31, 2012)
- **Ideas Not Yet In the Strategic Plan** (these are blank on purpose – fill them in with your ideas)
 - Leadership 201 – A potential expansion upon Leadership 101 including the idea of going deeper on key topics and potentially bringing the programming to the worksite (Owner: LW & DF)

In addition, the following other areas were notable for the following reasons:

- **May Be Prioritized for 2012** (further offline discussion needed)
 - 3F: Engage former residents, including incentives to relocate back to Phillips County (Interested: JR)
 - NOTE: One possibility is to take this on with a modest goal such as just collecting all the contact information we can. Or collecting it and doing a single mailing that attempts to connect them to existing resources such as the Chamber's weekly community events email list, the DBP quarterly update email list, the Visitor & Relocation Guide, and any available relocation incentives.
 - 5A: Citizenship 101 (Interested: KB, JR)
- **Flagged as an Area of Interest for 2013** (i.e. for the following year)
 - 4C: Implement a leadership course (elective) in Phillips County's schools
 - 3F & 5A (if not prioritized for 2012)
- **Flagged as an Area of Interest but Deferred to Another Goal Team**
 - 6E: Form an "Idea Tank" to generate ideas for great initiatives & businesses → JED Goal Team
 - Inventory of Available Buildings → JED Goal Team
- **Scope of Goals for Next Year**
 - Covered in previous section
 - One thing to note is that
- **Wrap-up and Next Steps**
 - **Next Steps:**
 - Offline discussion regarding 3F and 5A
 - Schedule next meeting (suggest for January to finalize goals)
 - Goal Team Co-Chairs will present proposed goals to DBP Steering Committee for Feedback
 - The meeting adjourned at 1:10pm