

Visioning 2026 E.D. Focus Group Session 1  
November 9, 2006  
11:30 – 1:00 p.m.  
City Council Chambers

Present: Cindy Johnson, Debb Hickman, RJ Baker, Susan Lutz, Nori Osorio, Gregg Hanson, Roger Nadrchal, Leslie Coleman, Tom Higginbotham, Dan Mauk, Mark Hall, Pam Carlson, Jennifer Adams

Introductions were made along with a brief background of each participant and facilitator. Hall gave a brief summary of the Visioning 2026 5-step process. Mauk introduced the 16 trends selected by the core group of the visioning process with a brief summary/explanation of each to familiarize participants and then ask if anyone had a trend they would like to introduce that was not on the list.

17) Lutz asked the group to consider community amenities; a community needs a wide variety of recreational alternatives including: parks and recreation, shopping, cultural events, etc. Discussion was made by group as to whether this was community development or economic development? Baker explained that economic development is the introduction of new businesses to the area and the expansion of existing businesses of the area, as community development is the development of the capacities and resources of the community. E.D. is based on community capacities.

18) Regionalism/Regional Governments; creating a larger encompassing area of joint community partnering. Impact would be seen on services such as law enforcement and available resources to attract new business to the area, not just one community. This would include planning and zoning regionally for the future.

19) Global economical growth; working not only with regional but expanding globally to create partnerships with countries such as, China, Japan, India, etc. Foreign companies are investing in US communities by buying local businesses and expanding their marketable products here. Up and coming workforce will need to learn how to adapt to this new business environment.

Group was asked: Of the trends listed and added, identify five trends most likely to impact our area on Economic Development, Entrepreneurship, RFID, etc.?  
The following were suggested and discussed

- 1) Virtual Workforce/Work place/Life Style Changes
  - ❖ including New Technology
  - ❖ online educational opportunities
  - ❖ aging populous
- 2) Transportation
- 3) Water, Food
  - ❖ Agriculture
- 4) Energy Alternatives
- 5) Education
  - Impact of Gen Xer's and Millennials
    - Hickmann suggested that the parents of the Gen Xer's are the 1<sup>st</sup> generation of parents to encourage children into a continuous learning mind set, we are setting the example.
    - Get the local youth more involved in their community, to volunteer and take ownership of their community so that they bond and want to stay.
  - Global Economy and internet
- 6) Population Shift, boomers

- ❖ Transition existing businesses (Owners) to the next generations, retaining a business is easier to do than to start up a new business. There is a need to look at current, soon to retire business owners and work with them to transition the business to a child, grandchild or young entrepreneur.
- ❖ Transference of wealth from our area, as retirees move to warmer, more recreational based communities. Creation of a community foundation fund and change of the mindset to donate to the community as a whole, not just the local service clubs/churches.

7) Regionalism – Globalism

8) Health/Medical

Baker suggested to the group that economic development is not the same thing as community development and gave the group his definition of economic development as bringing in new businesses to the area, expanding existing businesses, creating new jobs which in turn create new wealth that provides the community with the monies to support the community amenities. Community development is the development of services; amenities needed to entice new business to the area and is the base of economic development growth. He further suggested that the community needed to create a long term plan to increase the job base and then look at what the amenities would need to be to achieve that goal.

Coleman suggested to the group, after listening to the content of the dialogue that they should consider the following as the top 5 trends as they encompass all the topics that have been discussed, they are:

1) Regionalism

a) Cons of regionalism is the lack/or desire to relinquish territory or a perceived sense of power. It is more difficult to work with other communities as a sense of loss of identity can development and a willingness to work for the better of the whole is not always there. Generally, the capacities of each community dictate the roll that community plays.

b) Community Culture will play a role in the future, creating a sense of ownership in ones community will be needed, creating volunteer opportunities will assist in the youth being more a part of the community.

2) Global Economy and Internet

3) Education/Self learning

4) Health and Medical Trends

5) Population Trends

Further discussion was made on how these trends are to be considered as the top five for further dialogue and possible creating tangible action items.

The group was asked to return next week to continue dialogue and to present tangible topics/action items for discussion and possible development. A copy of the meeting, either audio or video will be made available to anyone interested.