

NDN-CR Planning session
South Central RC&D Office
Doniphan, NE
Tuesday, December 20, 2010

Present:

Linda Black, NDN-CR Co-Chair, Ne Dept. of Economic Development
Sharon Hueftle, NDN-CR Co-Chair, South Central Economic Development District (SCEDD)
Dena Beck, NDN-CR Secretary, Rural Enterprise Assistance Project (REAP)
Rick Nelsen, NDN-CR Treasurer, NPPD
Randy Gunn, South Central RC&D
Steve Meyer, Trailblazer RC&D
Alison Ficociello, SCEDD Recovery Coordinator
Shawn Kaskie, UNK Center for Rural Research and Development
Merrill Duntz, South Central Public Power
Tom Tabor, Dept of Economic Development Travel and Tourism
Sheila Luoma, Loup Basin RC&D
Shelly Schnackenburg, South Central RC&D

10:05 am Welcome Linda Black, Co-Chair.

Introductions and Provider Updates.

10:25 – Minutes were reviewed, Linda Black.

10:26- Financial report, Rick Nelsen, \$3021.76 balance. No scholarships were offered this year because PRN was offering scholarships.

Old Business:

10:28 - Marketing Audits- Sharon Hueftle, completed 30 audits. There is one more to complete which will take place in January. Businesses were billed for the mileage to pay Sara Brownwood, Impact! Media and Marketing directly. People have been pleased with the audits.

10: 32 - BECA Grant Applications – Sharon Hueftle, grant application was sent in for this round (turned in Nov. 20). Application was to work with communities, 10 visits @ 4 hours each with research between visits, to determine feasibility for watchable wildlife expansion in the region. Nuckolls and Phelps Counties were applicants.

10:38 - Leveraging Technology for the Future – Shawn Kaskie, April 14th at the Minden Opera House from 1:00-4:00 pm there will be a meeting evaluating rural broadband. Charlotte Narjes has visited with the NDN-CR and we have committed to assist with the needs in the NDN-CR region. A planning committee of 7-8 will be needed from each region to work with the other regions to better evaluate broadband in the state. NDN-CR members are asked to attend and participate.

10:44 - Annual Newsletter – Linda Black, e-mail updates to Andrea McClintic about our specific programs andrea.mcclintic@nebraska.gov send by the January 11th. Please submit a narrative of your services and details of a successful project, including a picture; each member should also provide a sentence on “why NDN-CR is important to me”.

FYI – Jan. 21st Ne Tourism Marketing Grant Deadline.

New Business:

None reported.

11:00 Strategic Planning Session was led by Linda Black and facilitated by Randy Gunn.

Vision: The Nebraska Development Network is the primary source of expertise for enhancing development opportunities in Central Nebraska.

Mission: The mission of the NDN-CR is to connect resources and local entities to facilitate community and economic development.

Goals of the NDN-CR 2007-2009 were reviewed.

Successes:

- Hildreth meeting in 2009 (a good example of how a meeting should happen); it was suggested that a “host” letter be developed to share with potential host communities that references desired results e.g. ask local leaders to welcome and possibly give a tour of the community as well as promote.
- Minutes; kept online and increase communication.
- Financial; changed banks (saving \$) and online statements.
- Annual Newsletter (outline the scope of what we do individually and as an organization as well as testimonials).
- Marketing Audits; very appreciated. Dena will compile the MA survey data for the Feb. meeting.
- Town Hall meetings; Bladen and Franklin.
- Planning Facilitation; Phelps Co Vision 2020.
- Business Retention and Expansion Interviews; it was suggested that the information be returned in a timely manner as well as community-specific information. Follow up from Red Flags will be addressed.
- Watchable Wildlife Workshops.

- A. **Improve Communication with communities and partners.** Check www.nebraskaentrepreneur.com there is a directory provided through UNL. Make sure your information is updated on the site. The PRN has a directory as well that will need to be reviewed by NDN-CR members. Mary K at NPPD is very good about sending information out on the listserv and those involved are good about letting Mary know about updates. Posting testimonials from people trained and/or served from NDN-CR on the website and e-mails. “Host” letter for communities will be drafted by Dena to share with potential communities. ASK: When does the paper come out in the town? Meeting location? Hosts? Example agenda: a 2 hour tour or 1 hr tour and topic

presentation. Lunch (possibly with a topic for people that can only get away during the noon hour) followed by business meeting (invite locals to stay).

- Newsletter-annual; to be distributed via e-mail and kept on the web site.
- Web page-hold minutes and agendas.
- Meeting Notices with expanded mission statement/elevator speech.
- Press releases before and after meetings (capture testimonials).

B. Increase participation in the Network.

- Regular Meetings (every other month, 5 + 1 planning meeting). Geographically distributed. Feb., April, June, Aug, Oct., Dec (planning). Develop themes and ask communities what specific information they would like, e.g. housing, business resources.
- Partners target invitations.

C. Education opportunities within the region.

- Watchable Wildlife. Waiting on BECA approval to determine feasibility.
- Leveraging Technology-promote and be involved.
- Meeting topics-driven by communities or the partners if nothing identified.
- Promotion of partner training. It is suggested that calendar additions be sent to someone in the executive committee to submit to Mary K.

Election of Officers for 2011:

Co-Chairs – Sharon Hueftle, SCEDD and Shawn Kaskie, UNK

Secretary – Dena Beck, REAP

Treasurer – Rick Nelsen, NPPD

Tentative Schedule

Feb. 9, Cairo- Tom T and Sheila-Sharon H. *Tourism*

April 14 (Thursday); Minden (prior to the regional broadband meeting), Dena. Information? Tours?

June 8 Oxford Dena will coordinate and invite SW network group

Aug. 10 Broken Bow-Shawn will coordinate

Oct. 12 Guide Rock-Merrill

Dec. 14 Planning Meeting Doniphan

1:05 pm Meeting adjourned

Respectfully submitted,

Dena Beck, Secretary