



# Jay County 20/20 Vision

Implementation Committee  
Strategic Planning Process  
Jay County, Indiana

December 2012

## Table of Contents

Background .....	3
Status Update .....	3
Lessons Learned 2010-2012.....	6
20/20's Evolving Roles .....	7
2012-2014 Two-Year Action Plans .....	9
1- Learning Success .....	10
2 - Healthy Lifestyles .....	11
3 - Community Improvement .....	12
4 - Outdoor Recreation .....	13
5 - Alternative Energy .....	15
6 - Neighborhoods .....	16
7 - Dream Haven .....	17
8 – Broadband Internet.....	18
Future Directions and Conclusion.....	19
Appendix 1: 20/20 Two-Year Anniversary Status 2010-2012 .....	20
Appendix 2: Transition to 2012-2014 Two-Year Action Plans .....	30

## Background

The first “Jay County 20/20 Vision” report was published in April 2010 with input from over 200 Jay County residents. Participants worked for more than a year developing an implementation plan consisting of 15-goals in four theme categories referred to as Key Performance Areas (KPA’s). The 2010 report stated that “Jay County 20/20 Vision is designed . . . to lay out a strategic roadmap for the community for the next ten years and plant guideposts to make the envisioned future a reality.”

The April 2010 report is available online at the Portland Foundation’s website as follows: [http://portlandfoundation.org/files/fckeditor/file/2020vision\\_Final\\_Report-April\\_2010.pdf](http://portlandfoundation.org/files/fckeditor/file/2020vision_Final_Report-April_2010.pdf).

## Status Update

Coincident with publication of the “Jay County 20/20 Vision” report in 2010 a new implementation committee began work on putting the plan into action. The implementation committee worked for 2-years from 2010 until 2012 with some success, at which point it went back to the community with a summary of accomplishments, lessons learned, and recommendations.

The committee used the occasion of the 20/20 two-year anniversary in 2012 to do a complete review of the 2010 action plans. Preliminary findings and recommendations from the review were discussed with county residents in a series of community meetings at Portland, Dunkirk, and Pennville during March and April 2012. Comments and suggestions, as well as renewed volunteer involvement, were invited.

Highlights of the comprehensive review and community discussion include:

1. KPA’s – The four KPA’s, i.e., Economic Development, Education, Health, and Quality of Life, continue as originally defined.
2. Goal Consolidation – 7 goals from the original 15 goals remain. Some original goals were closed because they were completed. Others have been merged.
3. New Goal – A new Dream Haven goal was added to the Economic Development KPA, bringing the total number of revised goals to 8.

4. Priorities – Revised goals have been prioritized for action over the next 2-years, 2012-2014, with the intent to focus more on the top-4 goals. Priorities will be reviewed every 2-years or more frequently should significant changes occur.
5. Lessons Learned – A number of lessons learned were identified and are being factored into 20/20 action plans and operations. See the “Lessons Learned” section for more information.

A table summarizing 20/20 goal evolution from 15 goals in 2010 down to 8 revised goals in 2012 follows.

KPA	Original Goal	Change	2012-2014 Priority / Goal
<b>Economic Development</b>	1. Broadband Internet – Bring high speed broadband to Jay County (done Jan. 2011)	Updated	<b>8 / Broadband Internet</b> – Promote and track expansion to underserved parts of the county
	2. Shovel Ready Sites – Ready to develop business/housing	Revised	<b>3 / Community Improvement</b> – Create desirable housing options
	3. Alternative Energy – Development opportunities	Updated	<b>5 / Alternative Energy</b> – Wind farm development likely in 2013
	4. Agri-Business – MyFarms established successfully	Done	
	(From #13 Gathering Places)	New Goal	<b>7 / Dream Haven</b> – Facilitate creative entrepreneurship
<b>Education</b>	5. Positive Effects of Education	Merged 4:1	<b>1 / Learning Success</b> – Promote learning and continuing education at all ages
	6. Raise Reading and Math Skills	Merged 4:1	
	7. Inspire Learners	Merged 4:1	
	8. Increase Opportunities	Merged 4:1	
<b>Health, Wellness &amp; Recreation</b>	9. Healthy Choice Information & Support	Merged 3:1	<b>2 / Healthy Lifestyles</b> – Emphasis on physical activity, nutrition, good habits, and a safe community
	10. Healthy Choice Opportunities	Merged 3:1	
	11. Safe Community, Clean Environment	Merged 3:1	
<b>Quality of Life</b>	12. Raise Community Expectations	Merged with Community Improvement	
	13. Gathering Places	Spun off to DreamHaven & Neighborhoods	
	14. Outdoor Recreation	Revised	<b>4 / Outdoor Recreation</b> – Explore TRAIL opportunities
	15. Neighborhoods	Evolving	<b>6 / Neighborhoods</b> – Concepts and ideas are evolving

## Lessons Learned 2010-2012

Overall lessons learned from the first 2-years of 20/20 implementation include:

1. Leadership – Much of the success achieved by 20/20 during the first 2-years was due to the hard work and creativity of the goal leaders, the key people who worked passionately to make important things happen for the people of Jay County.
2. Maturity – Organizations have a predictable life cycle. As the mission of 20/20 continues, the organization will continue to mature.
3. Focus – A smaller portfolio of goals allows finite energy and resources to be focused more effectively.
4. Originality and Synergy – Some of the initial 20/20 goals were original to 20/20 while others described existing, ongoing community programs. Goals that originated with 20/20 tended to be the most successful in the context of 20/20. Finding synergy with existing programs to add value to those efforts without seeming to take over remains a significant 20/20 challenge. One approach may be to develop statements of mutual interest with community service programs like “Aligned with 20/20 Vision”. Alternatively, many community issues are being adequately addressed by others. In those cases, it is important to avoid doing more harm than good.
5. Leveraging – 20/20 can leverage existing community service programs by bringing groups together to discuss needs/projects that require a champion. Benefits often result from simply delving more deeply through broader discussion. 20/20 can also function as a catalyst to leverage collaborative approaches where issues may exceed the scope of any one existing organization.
6. Goal Overlap – With many of the same key people involved and having similar objectives, maintaining uniqueness among similar goals was difficult. As a result, a number of original goals have been simplified and consolidated.
7. Planning vs. Implementing – The number of people able to participate in the 20/20 planning effort was simply amazing. Sustaining broad community involvement remains a significant challenge.

8. Ambiguity – 20/20 volunteers, like most people, tend to prefer clearly laid out objectives. Goals that lack clear objectives tend to be less successful.
9. Facilitation – There is an apparent need in the community for organization startup facilitation that may be met by 20/20. This seems to work best when one or more 20/20 committee members are “imbedded” with a startup group as a coach, mentor, and/or sponsor. Startup support services include how-to guidance, facilitated brainstorming, and business planning. This was seen with Dream Haven and other nascent community interest groups, including the newly emergent Jay County Trails Club.
10. Long Term View – With some 20/20 goals, it was found that there is not yet an interest constituency in the community. In these cases, prerequisite outreach activities like public education and consensus building are needed. That was anticipated in the original 20/20 plan’s “next 10 years” perspective.

## **20/20’s Evolving Roles**

During the first 2-years of the 20/20 Implementation Committee it was a challenge to figure out how to add value to new and existing community service programs and commercial services. 20/20 has no funds, and it may sometimes be perceived as competing with more mature programs for scarce volunteer resources. As a result, 20/20 is unable to offer the two things most community service programs want, i.e., money and volunteers.

But, what has emerged from 2-year review discussions, as well as other community comments and observations is that 20/20 may, in some cases, add value by finding ways to create synergy with community service programs. Activities like facilitation, coordination, and organizational coaching could potentially benefit some Jay County community service and entrepreneurial programs. 20/20 can create synergy as a resource multiplier with community service programs by:

1. Helping existing programs be more efficient and effective;
2. Promoting the development of innovative models for new entrepreneurial businesses;  
and
3. Facilitating formation of new not-for-profit community service programs.

20/20’s key leaders have been serving as facilitators and coordinators from the beginning. These roles may be enhanced through more targeted use of consulting and coaching

techniques. Although consulting and coaching are not unique to 20/20, imbedded liaison with community service programs on a long term basis is a good way to find creative synergy with those organizations.

In the case of more commercial enterprises, 20/20 will continue to support the development of new entrepreneurial businesses through original programs like Dream Haven that facilitate entrepreneurial activity. Dream Haven will draw upon examples of proven successful entrepreneurial enterprises and original local ideas to promote the development of dynamic new economic activity in the community. Entrepreneurial activity will be promoted and nurtured in Jay County through techniques like mentoring, how-to workshops, case studies, venture finance, and business model competitions. Harkening back to its origins in the 20/20 Quality of Life performance area, Dream Haven will continue to advocate development of viable, sustainable social gathering places that contribute to a positive sense of Jay County as an attraction for residents and visitors.

In summary, 20/20's evolving roles include:

1. SYNERGY - Establishing synergy with existing and emerging community service programs through ongoing liaison involving resource multiplying techniques like coaching and consulting;
2. ORIGINALITY - Facilitating the discovery and implementation of original, unique entrepreneurial (ad)ventures via "Engines of Creativity" like Dream Haven; and
3. COORDINATION - Promoting coordination and integration among established community programs and resources, including "Engines of Opportunity" like the John Jay Center for Learning, to help maximize the benefits to the community.

## **2012-2014 Two-Year Action Plans**

Individual 2012-2014 action plans for each of the eight revised goals appear in the sub-sections that follow. The action plans are listed in priority sequence. Each action plan was developed by 20/20 goal leaders with comments and refinements from stakeholders, including goal work groups and the general public.

As always with all aspects of Jay County 20/20 Vision, helpful thoughts, suggestions, and assistance are welcome at all times.

## 1- Learning Success

KPA: **Education**

Vision: Jay County residents will enjoy numerous, top quality options for learning at all stages of life.

Goal: Learning Success - Optimize availability and effectiveness of learning opportunities for Jay County residents. (This is a consolidation of all the Education goals from the April 2010 20/20 Vision report.)

Priority: #1 priority for 2012-2014.

Key Leaders: Mary Davis, Ami Huffman, Doug Inman, Vicki Tague

2012-2014

- Activities:
- Reduce obstacles to learning success
  - Promote the **Education Success Coalition**
  - Make **College, Career, Connect (C3)** an annual event
  - Host college exposure events for JCHS Juniors
  - Continue support for **Early Learning** programs including KIPS, 1000 Books, and Born-to-Learn
  - Advocate **Early Learning Programs** in partnership with licensed childcare providers
  - Expand internship opportunities through the **Chamber Business Education Partnership Committee**
  - Continue expansion of personal growth opportunities at John Jay
  - Connect county residents with information about educational enrichment programs
  - Establish baseline metrics and ways to measure accomplishments (e.g., outputs, outcomes) against key performance goals
  - Use metrics and goal indicators to help organizations secure grant opportunities

## 2 - Healthy Lifestyles

KPA: **Health, Wellness & Recreation**

Vision: Jay County residents will be empowered and motivated to make informed personal choices contributing to healthy lifestyles.

Goal: Healthy Lifestyles - Ensure the people of Jay County have the information, recreational opportunities, and wholesome environment needed to enable healthy lifestyle choices. (This is a consolidation of all Health, Wellness & Recreation goals from the original April 2010 20/20 Vision report.)

Priority: #2 priority for 2012-2014.

Key Leaders: Kristi Henry, Kyle Cook, Eric Reynolds

2012-2014

- Activities:
- Establish a diverse 20/20 Health, Wellness & Recreation work group, including more youth involvement, and select focus strategies
  - Lead the Health, Wellness & Recreation work group in establishing objectives and timelines for integrating healthy lifestyle initiatives into the community
  - Ensure people have the information and resources needed to recognize and understand healthy choices
  - Advocate establishment of a “5K Circuit” similar to other area communities
  - Determine what the community wants regarding walking, biking and running clubs and other support organizations
  - Identify and meet with stakeholder groups in Jay County and surrounding communities, including safety and healthy lifestyle advocates
  - Support safe community initiatives like Safe Routes to School
  - Support healthy lifestyle learning programs like nutrition workshops

### 3 - Community Improvement

KPA: **Economic Development**

Vision: Jay County will leverage its strengths in agriculture, commercial enterprise, human resources, technology and infrastructure to enable economic development.

Goal: Community Improvement – Promote and establish “shovel ready” housing sites. Raise community housing standards and expectations. (This is a consolidation of Economic Development goal #2, Shovel Ready Sites (housing), and Quality of Life goal #1, Raise Community Standards, from the April 2010 20/20 Vision report.)

Priority: #3 priority for 2012-2014.

Key Leaders: Bill Bradley, Vicki Tague, Eric Rogers

2012-2014

- Activities:
- Identify and meet with community development and improvement advocates and other stakeholders
  - Collect and document baseline metrics as a starting point
  - Establish and lead a task force in developing specific objectives and timelines; measure progress at regular intervals as changes to the original baseline
  - Identify existing surveys and market analysis measuring housing demand; determine whether additional market analysis information is needed
  - Identify, coordinate and focus the resources of stakeholder groups
  - Explore ways to obtain architectural and design resources to enhance the appearance and appeal, including “curb appeal”, of units in new and/or rehabilitated neighborhoods
  - Work with community planning bodies, developers, marketers and financial institutions regarding infrastructure (e.g., streets, utilities) and other resources needed to create **Shovel Ready** housing development
  - Identify development sites, including unique sites like the Meshberger quarry, and encourage planning bodies to include potential future sites in community long range development plans
  - Develop incentive strategies for planning bodies, developers, home buyers, lenders and others

## 4 - Outdoor Recreation

KPA: **Quality of Life**

Vision: Jay County will focus and promote its image as a welcoming community with friendly neighborhoods, stimulating gathering places, and a rich cultural heritage.

Goal: Outdoor Recreation - Promote outdoor recreation resources like trails and lakes for social interaction, fitness, and links to cultural heritage sites. (Quality of Life Goal #3.)

Priority: #4 priority for 2012-2014.

Key Leaders: Steve Craig, Ami Huffman

2012-2014

- Activities:
- Explore grant opportunities
  - Collect information and develop strategies for lake projects that may provide practical opportunities for positively contributing to the quality of life of Jay County residents
  - Explore options for linking Jay County trails with networks of trails in surrounding counties
  - Identify strategies for re-assembling old railroad right-of-ways
  - Support establishment, organization, and operations of a Jay County Trails Association
  - Promote recreational trails among the communities, neighborhoods, gathering places, and cultural heritage sites of Jay County, Indiana
  - Advocate development of trails as described in Portland's 5-year park plan.
  - Help build public support, including local government support, for recreational trails linking communities and public sites throughout the county
  - Establish a database for monitoring ownership status of current and former railroad right-of-way and other potential properties (e.g., bike lanes, abandoned roadways, parklands, wetlands, waterways) in Jay County, including the rail line from Portland to Fort Recovery. Collect information about future plans for the properties. Advocate enabling options including

"Rail Banking", "Private Landowner Network" transfers and easements, and other ownership options to make properties available for connected public recreational use.

- Explore PPP (Public Private Partnership) opportunities with government and private entities, including Jay County government, Rails-To-Trails Conservancy, and others.
- Establish trails-related fund raising goals and legal means to begin fund raising the first dollar!

## 5 - Alternative Energy

**KPA: Economic Development**

**Vision:** Jay County will leverage its strengths in agriculture, commercial enterprise, human resources, technology and infrastructure to enable economic development.

**Goal:** Make Jay County a leader in alternative and renewable energy and demonstrate the resulting economic development opportunities.

**Priority:** #5 priority for 2012-2014.

**Key Leaders:** Ami Huffman, Vicki Tague, Bill Bradley

2012-2014

- Activities:**
- Communication with leaseholders
  - Lease renewals as needed
  - Wind Farm construction to begin with completion expected in 2013
  - Development and refinement of Wind Farm ordinance
  - Completion of economic development agreements
  - Completion of road infrastructure for wind turbine sites
  - Establish an energy advisory committee
  - Research options such as manure methane digesters

## 6 - Neighborhoods

KPA: **Quality of Life**

Vision: Jay County will focus and promote its image as a welcoming community with friendly neighborhoods, stimulating gathering places, and a rich cultural heritage.

Goal: Neighborhoods - Develop places, connections, and programs across the county to facilitate neighborhoods serving each other and enjoying more social interaction and cultural vitality.

Priority: #6 priority for 2012-2014.

Key Leaders: Eric Rogers, Vicki Tague

2012-2014

- Activities:
- Continue building the Jay County Events brand
  - Expand the use of the Jay County Events Calendar (JCEC) and Newsletter
  - 2012 – Promote universal community event coordination and date planning through the JCEC
  - 2012/2013 - Consolidate event listings within the JCEC
  - 2013 - Continue JCEC technical enhancements
  - 2013/2014 - Have more events that celebrate unique elements of the community by gaining the cooperation and collaboration of major event organizers and presenters

## 7 - Dream Haven

**KPA: Economic Development**

**Vision:** Jay County will leverage its strengths in agriculture, commercial enterprise, human resources, technology and infrastructure to enable economic development.

**Goal:** Dream Haven Entrepreneurship – To encourage entrepreneurship, to inspire and mentor aspiring entrepreneurs and to support area business owners. (This is a new 20/20 stand-alone goal that arose from 20/20 implementation activities associated with Quality of Life/Gathering Places.)

**Priority:** #7 for 2012-2014.

**Leaders:** Terry Fennig, Barry Hudson

2012-2014

- Activities:**
- Work to ensure a continued spirit of creative entrepreneurial innovation
  - Identify and analyze examples of successful entrepreneurial innovation and centers of excellence from around the region
  - Encourage innovative, sustainable social gathering places
  - Build and promote the business/entrepreneurial mentoring aspects of Dream Haven
  - Continue strengthening and expanding entrepreneurial education in Jay County with such entities as:
    - John Jay Center
    - Jay County High School
    - Economic Development
    - Etc.
  - Dream Haven will consider any activities which support our goal of encouraging entrepreneurship.

## 8 – Broadband Internet

**KPA: Economic Development**

**Vision:** Jay County will leverage its strengths in agriculture, commercial enterprise, human resources, technology and infrastructure to enable economic development.

**Goal:** Ensure economic development is supported by robust information communications technology capacity (e.g., Broadband Internet).

**Priority:** #8 priority for 2012-2014.

**Key Leaders:** John Moore

2012-2014

- Activities:**
- Now that fiber optic cable service has been introduced into the county, focus attention on Rural Broadband and Cellular
  - 2013 Cellular wireless broadband upgrade to “4G” service (e.g., LTE, HSDPA) in Jay County by Verizon, AT&T, and their business associates
  - CenturyLink expanding wired DSL coverage areas in rural Jay County
  - Everyone should call, write, and complain NOW to their service provider: Verizon 800-922-0204; AT&T 800-331-0500; CenturyLink 800-366-8201
  - Facilitate using antennas, repeaters, signal boosters, hot spots, and other techniques in underserved “dead zone” areas of the county
  - Encourage broadband interest groups
  - Continue monitoring national and regional developments and the latest recommended techniques for obtaining world-class broadband and cellular telephone services in poorly served areas of Jay County

## **Future Directions and Conclusion**

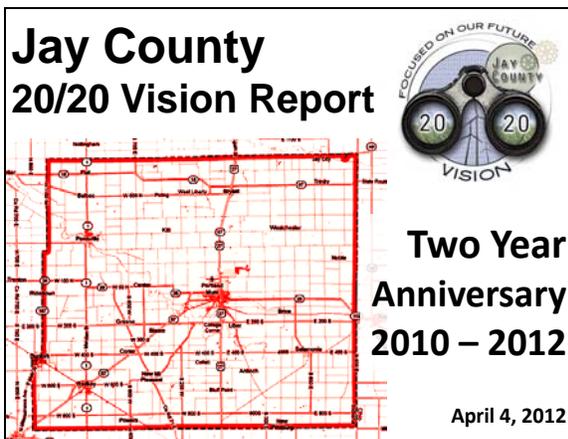
The ultimate success of the Jay County 20/20 Vision plan rests largely with its dedicated goal leaders. These are the key people who make everything possible. As such, they represent 20/20's most valuable and valued assets.

By adopting an iterative pattern of regular evaluation and re-assessment, it is expected that 20/20 will be able to continually reinvent itself, maintain its vitality, and adapt to changing circumstances. For the next 2-years, 2012-2014, 20/20 goal leaders will focus primarily on the top-4 priorities established for the period. Then in 2014 the implementation committee will again conduct an assessment review in coordination with 20/20 stakeholders and the general public. Out of this review effort should come a revised set of goals and action plans for the next 2-year period 2014-2016. And so on . . .

In going forward, goal leaders and other 20/20 key people need to keep in mind the lessons learned and the evolving roles and priorities that have been carefully detailed after the first 2-years of 20/20 implementation. These represent hard won knowledge about how 20/20 can continue to add value and make a difference for the citizens of Jay County.

## Appendix 1: 20/20 Two-Year Anniversary Status 2010-2012

The PowerPoint slides that follow were developed as talking points to guide and inform the spring 2012 community meetings at Dunkirk, Pennville, and Portland. They are included in this report as a snapshot of 20/20 implementation status and recommendations for the future.



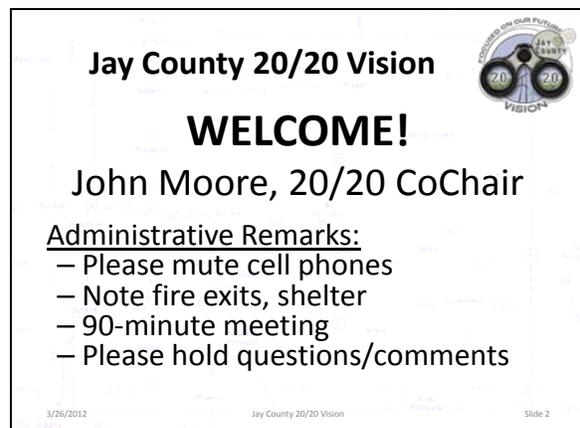
**Jay County  
20/20 Vision Report**



**Two Year  
Anniversary  
2010 – 2012**

April 4, 2012

The slide features a map of Jay County with a red grid overlay, representing the 20/20 vision plan. The logo includes the text 'FOCUSED ON OUR FUTURE' and 'VISION'.



**Jay County 20/20 Vision**



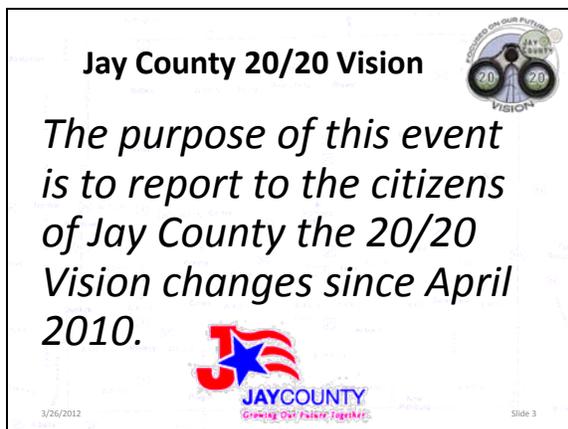
**WELCOME!**

John Moore, 20/20 CoChair

Administrative Remarks:

- Please mute cell phones
- Note fire exits, shelter
- 90-minute meeting
- Please hold questions/comments

3/26/2012 Jay County 20/20 Vision Slide 2



**Jay County 20/20 Vision**

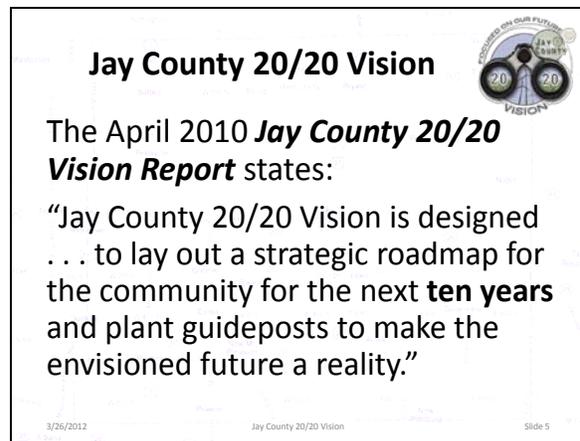


*The purpose of this event is to report to the citizens of Jay County the 20/20 Vision changes since April 2010.*



3/26/2012 Jay County 20/20 Vision Slide 3

The Jay County logo features a stylized 'J' and 'C' with an American flag motif and the text 'JAY COUNTY Growing Our Future Together'.



**Jay County 20/20 Vision**



The April 2010 **Jay County 20/20 Vision Report** states:

“Jay County 20/20 Vision is designed . . . to lay out a strategic roadmap for the community for the next **ten years** and plant guideposts to make the envisioned future a reality.”

3/26/2012 Jay County 20/20 Vision Slide 5

## Jay County 20/20 Vision



The **Report** identified 15 Goals in 4 Key Performance Areas (KPA's):

1. Economic Development
2. Education
3. Health, Wellness & Recreation
4. Quality of Life

3/26/2012 Jay County 20/20 Vision Slide 6

## Jay County 20/20 Vision



20/20 Next Steps were described as:

- “An Implementation Committee . . . of volunteers (is) charged with putting the plan into action.”
- “It is expected the plan will change . . . Goals will be accomplished and new ones may take their place.”
- “The Implementation committee will work in an *ad hoc* manner . . . answerable to the citizens of Jay County and no specific entity.”

3/26/2012 Jay County 20/20 Vision Slide 7

## Jay County 20/20 Vision Implementation Committee



Current and former members of the 20/20 Implementation Committee include:

Doug Inman, Co-Chair	Terry Fennig	Dottie Quakenbush
John Moore, Co-Chair	Cory Harris	Eric Reynolds
Bill Bradley	Kristi Henry	Emily Goodrich-Roberts
Virginia Burkey	Jack Houck	Eric Rogers
Cindy Cash	Ami Huffman	Jane Ann Runyon
Mark Clemens	J. Milligan	Vicki Tague
Mary Davis	Mike Nixon	Carrie Wilcox
Chris Fennig		

3/26/2012 Jay County 20/20 Vision Slide 8

## ECONOMIC DEVELOPMENT



Vision: *Jay County will be Indiana’s model county in economic development and infrastructure using cutting edge technology.*

**Goal 1: Ensure economic development is supported by robust information communications technology capacity (e.g., Broadband Internet).**

Speaker: John Moore

3/26/2012 Jay County 20/20 Vision Slide 10

## Economic Development Goal #1 Broadband Internet



<p><b>2010 Goal Strategy</b></p> <ul style="list-style-type: none"> <li>• Evaluate Broadband feasibility in Jay Co.</li> <li>• Discover how to enable sustainable Broadband services in Jay County</li> <li>• Implement Phase-One Broadband Internet infrastructure</li> </ul>	<p><b>2012 Changes</b></p> <ul style="list-style-type: none"> <li>• GOAL ACHIEVED! Fiber cable arrived Jan. 2011</li> <li>• 100% private funds</li> <li>• Kudos to Jay County Hospital!</li> <li>• CFS (Community Fiber Solutions) / Spec Bldg</li> <li>• Business Services</li> <li>• See CFS on FaceBook</li> </ul>
--	---



3/26/2012 Jay County 20/20 Vision Slide 11

## Economic Development Goal #1 Broadband Internet



**Future Strategies/Recommendations**

- Refocus on Rural Broadband and Cellular
- Everyone - Call, write, complain NOW!
- CenturyLink expanding DSL coverage area
- 2013 Cellular Internet upgrade to 4G
- Verizon 800-922-0204; AT&T 800-331-0500; CenturyLink 800-366-8201
- Also: Antennas, repeaters, signal boosters, hot spots, and interest groups





3/26/2012 Jay County 20/20 Vision Slide 12

## ECONOMIC DEVELOPMENT



### Goal 2: Increase the number of “shovel ready” business and housing sites.

Speaker: Bill Bradley



3/26/2012
Jay County 20/20 Vision
Slide 13

### Economic Development Goal #2 Shovel Ready Sites



<p><b><u>2010 Goal Strategy</u></b></p> <ul style="list-style-type: none"> <li>• Have “shovel ready” development sites available to market to businesses looking for such sites.</li> <li>• Enable desirable housing choices in the county.</li> </ul>	<p><b><u>2012 Changes</u></b></p> <ul style="list-style-type: none"> <li>• Shovel ready sites available in Portland, Dunkirk, Redkey, Pennville and Bryant.</li> <li>• Have examined possibilities for at-market housing developments in the county.</li> </ul>
--	---

3/26/2012
Jay County 20/20 Vision
Slide 14

### Economic Development Goal #2 Shovel Ready Sites



**Future Strategies/Recommendations**

- Will survey manufacturing as to housing needs
- Begin process of discussing building (industrial) needs in community
- Will look at any further differentiation of shovel-ready site needs in communities
- Meshberger quarry as one **very long range** potential development site



3/26/2012
Jay County 20/20 Vision
Slide 15

## ECONOMIC DEVELOPMENT



### Goal 3: Make Jay County a leader in alternative and renewable energy and demonstrate the resulting economic development opportunities.



Speaker: Bill Bradley, Ami Huffman

3/26/2012
Jay County 20/20 Vision
Slide 16

### Economic Development Goal #3 Alternative Energy



<p><b><u>2010 Goal Strategy</u></b></p> <ul style="list-style-type: none"> <li>• Build public support for the Jay County Development Corporation and other agencies to attract green-energy businesses.</li> <li>• Establish alliances, complete studies, launch renewable energy campaign.</li> </ul>	<p><b><u>2012 Changes</u></b></p> <ul style="list-style-type: none"> <li>• Renewal of all necessary leases</li> <li>• Begin Wind Farm construction</li> <li>• Construction to end in 2013</li> <li>• Depends on need for electricity on grid</li> </ul>
--	---

3/26/2012
Jay County 20/20 Vision
Slide 17

### Economic Development Goal #3 Alternative Energy



**Future Strategies/Recommendations**

- Implementation of Wind Farm ordinance
- Completion of economic development agreements
- Completion of road infrastructure for turbine sites
- Communications with leaseholders for project

3/26/2012
Jay County 20/20 Vision
Slide 18

## ECONOMIC DEVELOPMENT



**Goal 4: Encourage agribusiness development so as to address the current needs of both the agricultural and the non-agriculture sectors of Jay County, while maintaining flexibility to the changing face of Jay County agriculture for generations to come.**

Speaker: Chris Fennig



3/26/2012 Jay County 20/20 Vision Slide 19

### Economic Development Goal #4 Agribusiness Development

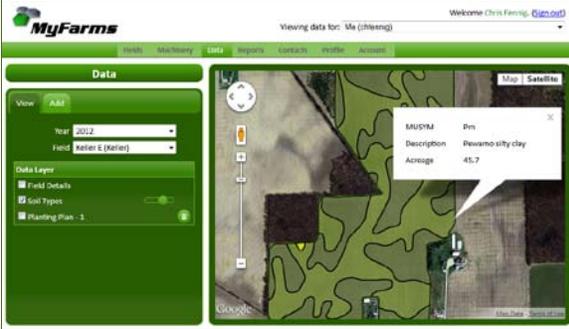


<p><b>2010 Goal Strategy</b></p> <ul style="list-style-type: none"> <li>Promote Ag Tech companies in Jay Co.</li> <li>Encourage more food processing operations.</li> <li>Leverage Precision Ag Technology using Web capabilities.</li> </ul>	<p><b>2012 Changes</b></p> <ul style="list-style-type: none"> <li>MyFarms launched in March, 2011.</li> <li>Helping food processors and farmers connect.</li> <li>Precision data can be uploaded / shared via MyFarms.</li> </ul>
---	---

3/26/2012 Jay County 20/20 Vision Slide 20

## The MyFarms Application





3/26/2012 Jay County 20/20 Vision Slide 22

### Economic Development Goal #4 Agribusiness Development



**Future Strategies/Recommendations**

- MyFarms will continue to expand
- Six new developers set to start work later this year
- Training for local growers



3/26/2012 Jay County 20/20 Vision Slide 22

## EDUCATION



*Vision: Over the next decade, Jay County will become a leader in the State of Indiana in lifelong learning. In partnership with community members, Jay County will prepare its residents to be successful learners and exceptional contributors, not only in our communities, but also in the world at large.*

**Goal 1: Raise awareness of the vitally important partnership all members of our community play in recognizing, encouraging, and promoting the positive effects of education for individual success and community prosperity.**

Speaker: Cindy Cash, Emily Roberts

3/26/2012 Jay County 20/20 Vision Slide 23

### Education Goal #1 Promoting Education



<p><b>2010 Goal Strategy</b></p> <ul style="list-style-type: none"> <li>Adopt a campaign emphasizing the importance of learning.</li> <li>Develop slogans, establish a speakers bureau, etc.</li> </ul>	<p><b>2012 Changes</b></p> <ul style="list-style-type: none"> <li>Career event: 250 JCHS seniors, 60 professionals.</li> <li>Education Success Coalition state grant.</li> <li>College, Career, Connect (C3) event: 17 colleges, Scholarship workshop, 400+ students &amp; parents.</li> </ul>
---	--

3/26/2012 Jay County 20/20 Vision Slide 24

## Education Goal #1 Promoting Education



**Future Strategies/Recommendations**

- Develop strategies to deal with cultural and economic barriers to educational success
- Formulate slogans and educational campaigns through Education Success Coalition
- Make College, Career, Connect (C3) an annual event
- Host a college event for JCHS Juniors

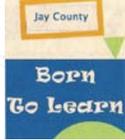
3/26/2012 Jay County 20/20 Vision 25

## EDUCATION



**Goal 2: Raise the reading and math skills of the youngest learners, so that all Jay County third graders meet or exceed grade level expectations by the end of third grade.**

Speaker: Ami Huffman, Mary Davis


3/26/2012 Jay County 20/20 Vision Slide 26

## Education Goal #2 Raise Reading & Math Skills



**2010 Goal Strategy**      **2012 Changes**

- Support family early childhood “first teachers”.
- Born-to-Learn
- 1000 Books before Kindergarten
- Kindergarten Prep School (KIPS)
- Pre-school programs
- Support teachers

- 28 Born-to-Learn families in face-to-face encounters
- Supported “1000 Books” program
- 90 KIPS students, 25 teachers and many volunteers

3/26/2012 Jay County 20/20 Vision Slide 27

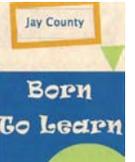
## Education Goal #2 Raise Reading & Math Skills



**Future Strategies/Recommendations**

- Continue support for programs including KIPS, 1000 Books, and Born-to-Learn
- Encourage support for licensed day care providers





3/26/2012 Jay County 20/20 Vision 28

## EDUCATION



**Goal 3: Inspire learners and give each the tools needed to achieve a high school diploma as a basis for lifelong learning and the pursuit of post-secondary education.**

Speaker: Cindy Cash, Emily Roberts

3/26/2012 Jay County 20/20 Vision Slide 29

## Education Goal #3 Inspire Learners



**2010 Goal Strategy**      **2012 Changes**

- Expand volunteerism
- Provide an academic and financial aid advisor at John Jay to help high school and adult students
- Promote partnerships with industry to prepare for employment opportunities
- Classes for Success

- 20+ paid ICE (Interdisciplinary Coop Ed) internships at JCHS
- YouthWorks WorkOne resources to 20+ students
- JCHS Health Occupation Class experience for 18+ students
- More SAT Prep workshops in May
- WorkOne Interview Skills class Tuesdays at Portland
- FAFSA with Ivy Tech and IWU provided information to 50+ students/parents last year

3/26/2012 Jay County 20/20 Vision Slide 30

## Education Goal #3 Inspire Learners



**Future Strategies/Recommendations**

- Chamber Business Education Partnership Committee working to expand internship opportunities
- Continue to expand opportunities at John Jay

3/26/2012 Jay County 20/20 Vision 31

## EDUCATION



### Goal 4: Increase the number of educational and enrichment opportunities in Jay County, as well as the number of citizens who take advantage of them.

Speaker: Cindy Cash, Vicki Tague

3/26/2012 Jay County 20/20 Vision Slide 32

## Education Goal #4 Increase Educational Opportunities



<p><b><u>2010 Goal Strategy</u></b></p> <ul style="list-style-type: none"> <li>• More classes at John Jay</li> <li>• Develop a listing of county learning opportunities using established websites</li> <li>• Expand academic courses</li> <li>• Coordinate websites and calendars to promote educational opportunities and resources</li> </ul>	<p><b><u>2012 Changes</u></b></p> <ul style="list-style-type: none"> <li>• Over 16 college credit courses are available through Ivy Tech and IWU including 5 new course offerings plus monthly personal enrichment workshops through the John Jay Center.</li> <li>• Work Force Development Certification Programs including re-implementation of the Work Ethic Program for JCHS students along with over 4 certification courses (CDL, CPT, CNC, CNA)</li> </ul>
--	--

3/26/2012 Jay County 20/20 Vision Slide 33

## Education Goal #4 Increase Educational Opportunities



**Recommendations/Accomplished Goals**

- Develop forms for employers to access with permission student's academic information.
- Provide remedial training to students at no charge to help them pass math and language skills tests.

**Future Goals/Strategies**

- Use county websites to provide links to Jay County groups that conduct classes and programs for educational and enrichment purposes.

3/26/2012 Jay County 20/20 Vision 34

## Health, Wellness, and Recreation



**Vision:** *The citizens of Jay County will take advantage of a wide array of resources and opportunities to make choices that lead to physical, mental and emotional health.*

**Goal 1: Ensure citizens have the information and support needed to recognize and understand healthy choices.**

Speaker: Kristi Henry, Eric Reynolds, Jack Houck

3/26/2012 Jay County 20/20 Vision Slide 35

## Health, Wellness, and Recreation #1 Healthy Choices Information



<p><b><u>2010 Goal Strategy</u></b></p> <ul style="list-style-type: none"> <li>• Advocate healthy lifestyles</li> <li>• Educate the public regarding healthy snacks and meals in the schools</li> <li>• Promote home gardening, farmer's markets, and buying locally sourced food</li> <li>• Support measures to curb illegal drug activities</li> </ul>	<p><b><u>2012 Changes</u></b></p> <ul style="list-style-type: none"> <li>• WINS bi-monthly program at JCHS involves freshmen in health and wellness related topics</li> <li>• Cooking classes at Jay County Hospital benefit from collaboration with HHS Educator and Family Nutrition Program Assistant at Purdue Extension</li> <li>• Corporate Wellness Programs offered to companies/ organizations within the county</li> </ul>
--	--

3/26/2012 Jay County 20/20 Vision Slide 36

## Health, Wellness, and Recreation #1 Healthy Choices Information



**Future Strategies/Recommendations**

- Collaborate with more organizations within the community – Jay Co. Hospital and Arts Place work to offer cultural cuisine in the Arts in the Parks curriculum.
- Jay Community Center and Jay County Hospital working together to create and offer a more comprehensive corporate wellness plan.



3/26/2012 Jay County 20/20 Vision 37

## Health, Wellness, and Recreation



### Goal 2: Increase opportunities for citizens to act on the healthy choices they make.

Speaker: Kristi Henry, Eric Reynolds, Jack Houck



3/26/2012 Jay County 20/20 Vision Slide 38

## Health, Wellness, and Recreation #2 Healthy Choices Opportunities



**2010 Goal Strategy**

- Encourage organizations and individuals to implement wellness programs.
- Create safe routes for walking, bicycling and other activities.
- Enhance recruitment and retention of healthcare professionals.

**2012 Changes**

- GET FIT program at Jay Community Center (JCC) – incl. Health & Human Sciences Educator at Purdue Extension, Jay County Hospital
- JCC Fitness Assessments – piloted Feb 2012
- JCC Family Fun Nights – family wellness and activity
- JCC Silver Sneakers program – great community involvement

3/26/2012 Jay County 20/20 Vision Slide 39

## Health, Wellness, and Recreation #2 Healthy Choices Opportunities



**Future Strategies/Recommendations**

- A more diverse 20/20 Health & Wellness work group, including more youth involvement
- Establish a 5K Circuit like Mercer Co. Also looking at what the community needs/wants regarding walking, biking, and running clubs, etc.
- Suggest merging Health/Wellness/Recreation goals #1 and #2 into a single 20/20 Healthy Choices goal.

3/26/2012 Jay County 20/20 Vision 40

## Health, Wellness, and Recreation



### Goal 3: Ensure that citizens have a safe community and environment for living out healthy choices.

Speaker: Jane Ann Runyon



3/26/2012 Jay County 20/20 Vision Slide 41

## Health, Wellness, and Recreation #3 Safe Community Environment



**2010 Goal Strategy**

- Advocate reduced 2<sup>nd</sup> hand smoke in public places.
- Expand options for elderly housing and programs.
- Review air and water quality standards.
- Ensure safe traffic patterns
- Make recreational facilities accessible.

**2012 Changes**

- Administered as a long range goal
- Monitoring emergent State-wide public smoking curbs

3/26/2012 Jay County 20/20 Vision Slide 42

## Health, Wellness, and Recreation #3 Safe Community Environment



### Future Strategies/Recommendations

- Identify and meet with safe community advocates
- Assemble a task force; Select a focus strategy
- Support initiatives like Safe Routes to School
- Articulate target objectives and timeline
- Kick-off activity/Monitor achievements

3/26/2012

Jay County 20/20 Vision

43

## Quality of Life



*Vision: Jay County is committed to being a community of excellence creating cultural vitality that will attract professionals and civic minded individuals of all ages. We resolve to become a clean, attractive and welcoming county with gathering places for social interaction and connected neighborhoods supporting and serving one another.*

**Goal 1: Raise the community's expectations and standards for residential and commercial structures, resulting in a population growth, appropriate zoning standards, and improved property values.**

Speaker: Vicki Tague, Bill Bradley

3/26/2012

Jay County 20/20 Vision

Slide 44

## Quality of Life #1 Raise Community Standards



### 2010 Goal Strategy

- Raise expectations that reflect community pride
- Review ordinances and zoning standards
- Identify funding sources and programs to make improvements
- Promote the vision of pride to the community

### 2012 Changes

- Administered as a long range goal
- Resources spent on identifying funding sources

3/26/2012

Jay County 20/20 Vision

Slide 45

## Quality of Life #1 Raise Community Standards



### Future Strategies/Recommendations

- Identify and meet with community standards advocates
- Organize a task force
- Establish objectives and timeline
- Launch campaign
- Monitor achievements

3/26/2012

Jay County 20/20 Vision

46

## Quality of Life



**Goal 2: Develop places and programs to encourage social interaction and cultural vitality.**

Speaker: Terry Fennig



3/26/2012

Jay County 20/20 Vision

Slide 47

## Quality of Life #2 Social Interaction/Gathering Places



### 2010 Goal Strategy

- Promote gathering places for coming together
- Promote a consolidated community Web calendar
- Inventory Gathering Places
- Identify event stakeholders
- Identify best practices
- Encourage collaboration in engaging young adults

### 2012 Changes

- Established an advisory group and gathering place inventory
- Discussions evolved towards entrepreneur mentoring, workshops, and competitions
- The Governor's involvement in launching DreamHaven led to expanded competition
- 70+ entrepreneurs attended DreamHaven workshops; 5 business plans competed

3/26/2012

Jay County 20/20 Vision

Slide 48

**Quality of Life #2**  
**Social Interaction/Gathering Places**



**Future Strategies/Recommendations**

- Add DreamHaven as a new standalone goal in the 20/20 Economic Development KPA
- Merge Quality of Life goals #2 (Social Interaction / Gathering Places) and #4 (Connecting Neighborhoods) into a single Quality of Life goal
- Next DreamHaven event May 8, 6:30pm, John Jay Cafe (See jaycountyevents.org)

3/26/2012 Jay County 20/20 Vision 49

**Quality of Life**



**Goal 3: Promote outdoor recreation to improve cultural and social interaction, along with wellness.**

Speaker: Ami Huffman



3/26/2012 Jay County 20/20 Vision Slide 50

**Quality of Life #3**  
**Outdoor Recreation**



<p><b>2010 Goal Strategy</b></p> <ul style="list-style-type: none"> <li>• Increase opportunities for outdoor recreation</li> <li>• Identify lake options</li> <li>• Expand public trails</li> <li>• Encourage development of natural areas</li> <li>• Sponsor state and national events</li> </ul>	<p><b>2012 Changes</b></p> <ul style="list-style-type: none"> <li>• Hudson Family Park trail completed</li> <li>• Creagor Street Greenway 2014 INDOT grant received</li> <li>• Safe Routes to School planning grant for Portland and Pennville beginning 2012</li> <li>• Lake - USACE flood control feasibility study</li> <li>• Lake - Portland quarry future options being explored</li> </ul>
--	--

3/26/2012 Jay County 20/20 Vision Slide 51

**Quality of Life #3**  
**Outdoor Recreation**



**Future Strategies/Recommendations**

- Continue to research grant opportunities to fit the KPA
- Continue working on Lake options and monitor developments
- Continue developing trails throughout the communities of Jay County



3/26/2012 IndianaTrails.org INDIANA'S MULTI-USE PATH RESOURCE 52

**Quality of Life**



**Goal 4: Develop better connections across the county, to facilitate neighborhoods serving each other and enjoying more social and recreational interaction.**

Speaker: Eric Rogers, Jennifer Nixon



3/26/2012 Jay County 20/20 Vision Slide 53

**Quality of Life #4**  
**Connecting Neighborhoods**



<p><b>2010 Goal Strategy</b></p> <ul style="list-style-type: none"> <li>• Connect neighborhoods for greater community vitality.</li> <li>• Develop a sense of unity in the county while celebrating neighborhood uniqueness.</li> </ul>	<p><b>2012 Changes</b></p> <ul style="list-style-type: none"> <li>• Launched Jay Co. Events Calendar fall 2011 </li> <li>• Launched Jay Co. Events Newsletter fall 2011</li> <li>• "Economic Gardening" supported via DreamHaven's encouragement of entrepreneurship</li> </ul>
---	--

3/26/2012 Jay County 20/20 Vision Slide 54

## Jay County Events Calendar

3/26/2012 Jay County 20/20 Vision 55

## Quality of Life #4 Connecting Neighborhoods

### Future Strategies/Recommendations

- Jay County Events Calendar (JCEC) evolution:
  - 2012 – Promote universal community event coordination and date planning through the JCEC
  - 2012/2013 - Consolidate event listings within the JCEC
  - 2013 - Continue JCEC technical enhancements
- Have more events that celebrate unique elements of the community by gaining the cooperation and collaboration of major event organizers and presenters (2013-2014).

3/26/2012 Jay County 20/20 Vision 56

## Jay County 20/20 Vision

# Comments and Questions

3/26/2012 Jay County 20/20 Vision Slide 57

## Jay County 20/20 Vision

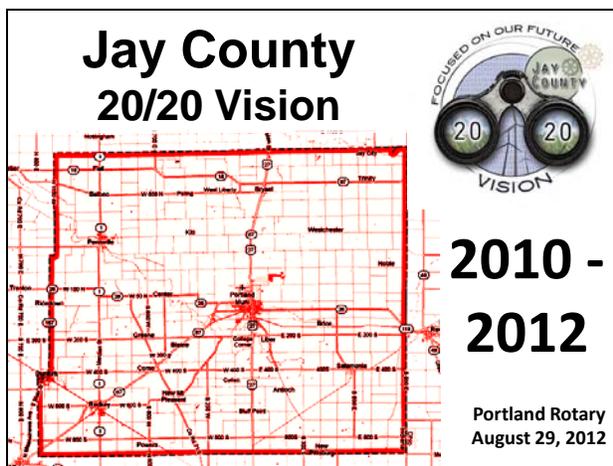
# -- Wrap-Up --

John Moore  
[moore\\_lbj@hotmail.com](mailto:moore_lbj@hotmail.com)  
 Doug Inman  
[tpf@portlandfoundation.org](mailto:tpf@portlandfoundation.org)

3/26/2012 Jay County 20/20 Vision Slide 58

## Appendix 2: Transition to 2012-2014 Two-Year Action Plans

The PowerPoint slides that follow were developed as talking points for the Portland Rotary Club in August 2012. The slides represent a summary overview of the outcome of the 20/20 2-year assessment.



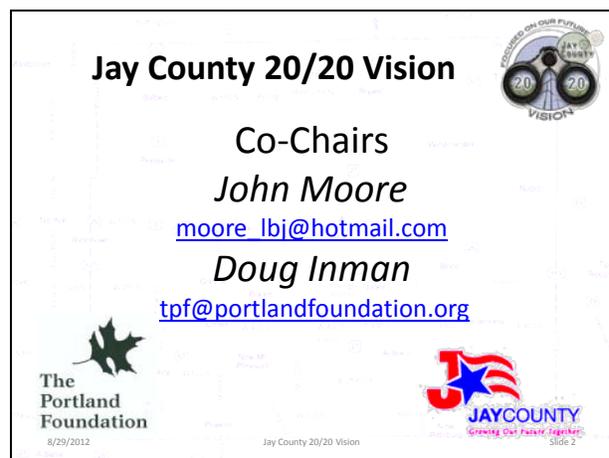
**Jay County  
20/20 Vision**



**2010 -  
2012**

Portland Rotary  
August 29, 2012

This slide features a map of Jay County with a red grid overlay. The title 'Jay County 20/20 Vision' is at the top left. A logo with binoculars and the text 'FOCUSED ON OUR FUTURE JAY COUNTY VISION' is at the top right. The years '2010 - 2012' are in large bold text in the center. At the bottom right, it says 'Portland Rotary August 29, 2012'.



**Jay County 20/20 Vision**



Co-Chairs  
**John Moore**  
[moore\\_lbj@hotmail.com](mailto:moore_lbj@hotmail.com)  
**Doug Inman**  
[tpf@portlandfoundation.org](mailto:tpf@portlandfoundation.org)



The Portland Foundation



JAYCOUNTY  
Growing Our Future Together

8/29/2012 Jay County 20/20 Vision Slide 2

This slide has a white background with a faint grid. The title 'Jay County 20/20 Vision' is at the top. A logo is in the top right. The co-chair names and contact information are in the center. Logos for 'The Portland Foundation' and 'Jay County' are at the bottom. Footer text is at the very bottom.



**Jay County 20/20 Vision**

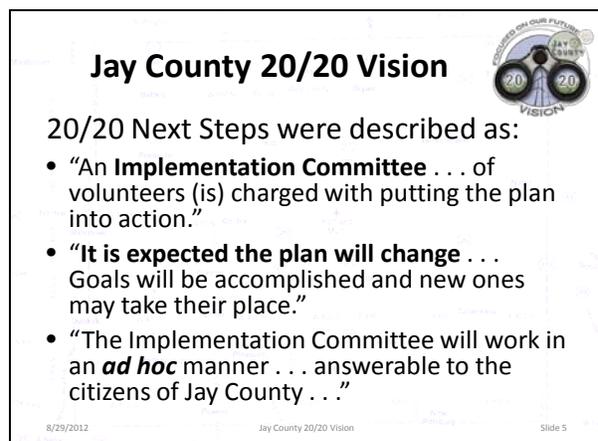


**Jay County 20/20 Vision Report,**  
April 2010:

“Jay County 20/20 Vision is designed . . . to lay out a strategic roadmap for the community for the next **ten years**”

8/29/2012 Jay County 20/20 Vision Slide 4

This slide has a white background with a faint grid. The title 'Jay County 20/20 Vision' is at the top. A logo is in the top right. The text describes the report and includes a quote. Footer text is at the bottom.



**Jay County 20/20 Vision**



20/20 Next Steps were described as:

- “An **Implementation Committee** . . . of volunteers (is) charged with putting the plan into action.”
- “**It is expected the plan will change** . . . Goals will be accomplished and new ones may take their place.”
- “The Implementation Committee will work in an **ad hoc** manner . . . answerable to the citizens of Jay County . . .”

8/29/2012 Jay County 20/20 Vision Slide 5

This slide has a white background with a faint grid. The title 'Jay County 20/20 Vision' is at the top. A logo is in the top right. The text describes the next steps with a bulleted list. Footer text is at the bottom.

## Jay County 20/20 Vision



The 2010 *Report* included 15 Goals in 4 Categories:

1. Economic Development
2. Education
3. Health, Wellness & Recreation
4. Quality of Life

8/29/2012 Jay County 20/20 Vision Slide 7

## ECONOMIC DEVELOPMENT



Vision: . . . become Indiana's model county . . . using cutting edge technology.

- Goal 1: **Broadband Internet**
- Goal 2: **Shovel Ready Sites**
- Goal 3: **Alternative Energy**
- Goal 4: **Agribusiness**





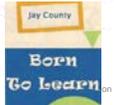

8/29/2012 Jay County 20/20 Vision Slide 8

## EDUCATION



Vision: . . . Jay County will become a leader in the State of Indiana in lifelong learning . . .

- Goal 1: **Promote Education**
- Goal 2: **Raise Reading & Math Levels**
- Goal 3: **Inspire Learners**
- Goal 4: **Increase Educational Opportunities**


8/29/2012 Slide 9

## Health, Wellness, and Recreation



Vision: . . . citizens . . . will . . . make choices that lead to physical, mental and emotional health.

- Goal 1: **Healthy Choices Information**
- Goal 2: **Healthy Choices Opportunities**
- Goal 3: **Safe Community Environment**





8/29/2012 Slide 10

## Quality of Life



Vision: . . . a clean, attractive and welcoming county with . . . connected neighborhoods . . .

- Goal 1: **Raise community Standards**
- Goal 2: **Gathering Places**
- Goal 3: **Outdoor Recreation**
- Goal 4: **Connecting Neighborhoods**




8/29/2012 IndianaTrails.org INDIANA'S MULTI-USE PATH RESOURCE Slide 11

## 20/20 Lessons Learned



- Some Goals described existing programs
- Too much overlap among some goals
- Goal plans short on methodology
- The Implementation Committee develops coaches for new initiatives
- Few organizations have 20/20's range of issue exposure

8/29/2012 Jay County 20/20 Vision Slide 12

## 20/20 2-Year Anniversary

- Spring 2012: 2-Year Review
- Community Discussions March/April
- Media Coverage (print & radio)
- Broadcast eMail to 20/20 Stakeholders
- Consolidation: 15 Goals → 8 Goals
- Focus on 4 Top Goals for Next 2-Years
- DreamHaven established as a new goal
- Revised Implementation Plan

8/29/2012 Jay County 20/20 Vision Slide 13

## 2012-2014 Top Priorities

1. **Learning Success (Education)**
2. **Healthy Lifestyles (Wellness)**
3. **Community Improvement (Economic Development)**
4. **Outdoor Recreation (Quality of Life)**

8/29/2012 Jay County 20/20 Vision Slide 14

## Jay County 20/20 Vision

# Comments and Questions

8/29/2012 Jay County 20/20 Vision Slide 15

## Jay County 20/20 Vision

# -- Wrap-Up --

John Moore  
[moore\\_lbj@hotmail.com](mailto:moore_lbj@hotmail.com)

Doug Inman  
[tpf@portlandfoundation.org](mailto:tpf@portlandfoundation.org)

8/29/2012 Jay County 20/20 Vision Slide 16

- END -