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 (KPAs). 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.”


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


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

The Report identified 15 Goals in 4 Key Performance Areas (KPAs):
1. Economic Development
2. Education
3. Health, Wellness & Recreation
4. Quality of Life

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.”

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
- 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
- Bill Bradley
- Kristi Henry
- Emily Goodrich-Roberts

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

Economic Development Goal #1 Broadband Internet

2010 Goal Strategy
- Evaluate Broadband feasibility in Jay Co.
- Discover how to enable sustainable Broadband services in Jay County
- Implement Phase-One Broadband Internet infrastructure

2012 Changes
- GOAL ACHIEVED! Fiber cable arrived Jan. 2011
- 100% private funds
- Kudos to Jay County Hospital!
- CFS (Community Fiber Solutions) / Spec Bldg
- Business Services
- See CFS on FaceBook

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
ECONOMIC DEVELOPMENT

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

Speaker: Bill Bradley

2010 Goal Strategy
• Have “shovel ready” development sites available to market to businesses looking for such sites.
• Enable desirable housing choices in the county.

2012 Changes
• Shovel ready sites available in Portland, Dunkirk, Redkey, Pennville and Bryant.
• Have examined possibilities for at-market housing developments in the county.

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

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

2010 Goal Strategy
• Build public support for the Jay County Development Corporation and other agencies to attract green-energy businesses.
• Establish alliances, complete studies, launch renewable energy campaign.

2012 Changes
• Renewal of all necessary leases
• Begin Wind Farm construction
• Construction to end in 2013
• Depends on need for electricity on grid

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
**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

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**Economic Development Goal #4 Agribusiness Development**

**2010 Goal Strategy**
- Promote Ag Tech companies in Jay Co.
- Encourage more food processing operations.
- Leverage Precision Ag Technology using Web capabilities.

**2012 Changes**
- MyFarms launched in March, 2011.
- Helping food processors and farmers connect.
- Precision data can be uploaded / shared via MyFarms.

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**The MyFarms Application**

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**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

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**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

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**Education Goal #1 Promoting Education**

**2010 Goal Strategy**
- Adopt a campaign emphasizing the importance of learning.
- Develop slogans, establish a speakers bureau, etc.

**2012 Changes**
- Career event: 250 JCHS seniors, 60 professionals.
- Education Success Coalition state grant.
- College, Career, Connect (C3) event: 17 colleges, Scholarship workshop, 400+ students & parents.
**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

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**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

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**Education Goal #2**
Raise Reading & Math Skills

**2010 Goal Strategy**
- Support family early childhood “first teachers”.
- Born-to-Learn
- 1000 Books before Kindergarten
- Kindergarten Prep School (KIPS)
- Pre-school programs
- Support teachers

**2012 Changes**
- 28 Born-to-Learn families in face-to-face encounters
- Supported “1000 Books” program
- 90 KIPS students, 25 teachers and many volunteers

**Future Strategies/Recommendations**
- Continue support for programs including KIPS, 1000 Books, and Born-to-Learn
- Encourage support for licensed day care providers

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**Education Goal #3**
Inspire Learners

**2010 Goal Strategy**
- 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

**2012 Changes**
- 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

Speaker: Cindy Cash, Emily Roberts
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

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

Education Goal #4
Increase Educational Opportunities

2010 Goal Strategy

• More classes at John Jay
• Develop a listing of county learning opportunities using established websites
• Expand academic courses
• Coordinate websites and calendars to promote educational opportunities and resources

2012 Changes

• 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.
• 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)

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.

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

2010 Goal Strategy

• Advocate healthy lifestyles
• Educate the public regarding healthy snacks and meals in the schools
• Promote home gardening, farmer's markets, and buying locally sourced food
• Support measures to curb illegal drug activities

2012 Changes

• WINS bi-monthly program at JCHS involves freshmen in health and wellness related topics
• Cooking classes at Jay County Hospital benefit from collaboration with HHS Educator and Family Nutrition Program Assistant at Purdue Extension
• Corporate Wellness Programs offered to companies/organizations within the county
**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.

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

Speaker: Kristi Henry, Eric Reynolds, Jack Houck

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**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

**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.

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**Health, Wellness, and Recreation #3**

**Safe Community Environment**

**2010 Goal Strategy**
- Advocate reduced 2nd 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

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

Speaker: Jane Ann Runyon
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

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

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

Speaker: Terry Fennig

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

Future Strategies/Recommendations
• Identify and meet with community standards advocates
• Organize a task force
• Establish objectives and timeline
• Launch campaign
• Monitor achievements
*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)

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**Quality of Life**

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

Speaker: Ami Huffman

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**Quality of Life #3**
Outdoor Recreation

**2010 Goal Strategy**
- Increase opportunities for outdoor recreation
- Identify lake options
- Expand public trails
- Encourage development of natural areas
- Sponsor state and national events

**2012 Changes**
- Hudson Family Park trail completed
- Creagor Street Greenway 2014 INDOT grant received
- Safe Routes to School planning grant for Portland and Pennville beginning 2012
- Lake - USACE flood control feasibility study
- Lake – Portland quarry future options being explored

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**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

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**Quality of Life #4**
Connecting Neighborhoods

**2010 Goal Strategy**
- Connect neighborhoods for greater community vitality.
- Develop a sense of unity in the county while celebrating neighborhood uniqueness.

**2012 Changes**
- Launched Jay Co. Events Calendar fall 2011
- Launched Jay Co. Events Newsletter fall 2011
- “Economic Gardening” supported via DreamHaven’s encouragement of entrepreneurism
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).

Jay County 20/20 Vision

Comments and Questions

-- Wrap-Up --

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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.

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**Jay County 20/20 Vision**

*2010 - 2012*

Portland Rotary
August 29, 2012

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**Jay County 20/20 Vision**

Co-Chairs

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**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**”

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**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 . . .”
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

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

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

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

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

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
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

2012-2014 Top Priorities

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

Jay County 20/20 Vision

**Comments and Questions**

-- Wrap-Up --

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- END -