

**Working Group (WG) Meeting #4 Summary**  
**Monday August 31, 2009**  
**Durango Recreation Center**  
**4-6 p.m.**

**NEXT MEETING DATE & AGENDA**

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**September 21, 2009**

**4:00 pm -6:30 pm (Note time extension)**

**Durango Recreation Center**

- 1. Brief review of Vision Draft, Advertisement, Outreach Strategy**
- 2. Review of draft Guiding Principles**
- 3. Initiate drafting of Sustainable Development Goals and subtopics:**
  - **Food Systems/Agricultural Preservation**
  - **Land and Water/Settlement Patterns**
  - **(Renewable) Energy and Mineral Development**
  - **Cultural Resources and Historic Preservation**

**MEETING SUMMARY**

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**Meeting Participants**

**Staff/Consultants:** Jason, Charlie, Tracie, Marjo

**Working Group (WG):** Travis Craig, Roy Horvath, Sally Bellerue, Sue Herbst, Jack Llewellyn, Wade Moore, Brian Kimmel, Peter Tregillus, Dick White, Jennifer Lopez, Dick Norton, Jack McGroder

Dick Norton was introduced as a new member of the Working Group.

**Review of Draft Goals for Economic Vitality**

Charlie convened the meeting and reviewed the evening's agenda. He then introduced Marjo who presented back a draft summary from all the visioning outreach related to the Economic Vitality (EV) element. She presented a synthesis of the issues and concerns that had come up regarding EV, provided an overview of the desired changes people have suggested, and then suggested that after the discussion we revisit these to see if the new goals covered the community's suggestions.

<b>Concerns</b>	<b>Ideas to Make It Happen/Changes</b>
<ul style="list-style-type: none"> <li>• Affordable housing and affordable living are connected to our economic health.</li> <li>• Our agricultural industry needs to be economically viable.</li> <li>• We need workforce development and education.</li> <li>• We need to plan for economic development.</li> <li>• We need to plan for the transition from revenue dependence on oil and gas.</li> <li>• We need better technological infrastructure.</li> <li>• We need to reduce leakages out of the economy.</li> <li>• We lack the types o jobs we want (high paying, different types of industries, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Recognize economic drivers/tensions.</li> <li>• Gather additional information for decision making.</li> <li>• Plan for economic development</li> <li>• Support ag operations and develop incentives.</li> <li>• Diversify the economy.</li> <li>• Support local business.</li> <li>• Promote workforce development and education.</li> <li>• Promote new economic development ideas.</li> <li>• Improve technological infrastructure.</li> <li>• Recruit new businesses</li> <li>• Plan for alternative county revenues.</li> </ul>

Charlie presented a revised set of goals based on the August 17 Working Group discussion. The goals were projected on the screen in order to be able to clearly edit the goal statements. He suggested that Goals EV-1 and EV-2 are closer to principles than goals and to consider these when the Guiding Principles are reviewed. The group modified the revised goals slightly with the following changes.

Revenues/tax base

**Goal EV-1: A fundamental role for the county is to maintain fiscal soundness.**

Economic development/small business development & workforce development

**Goal EV-2: Regulations and policies for business and economic activities shall be fair, clear, predictable, and consistent.**

**Goal EV-3: Develop incentives for economic activities that promote business sustainability and diversity.**

**Goal EV-4: Actively collaborate with municipal, tribal, private sector entities and non-profits to promote economic diversity and sustainability.**

**Goal EV 5: La Plata County supplies and promotes development and management of infrastructure necessary for a sustainable local economy: water, energy, waste, communications, housing and transportation.**

Tourism

**Goal EV 6: Preserve and enhance the county's assets to be attractive for tourists and residents.**

**Goal EV 7: Preserve and enhance our cultural landscape, scenic resources and recreational opportunities for residents, tourists and businesses.**

**Discussion Regarding EV Goals**

Members engaged in a good discussion about the goals, much of which focused on strategies to accomplish the goals and much of which echoed the discussion captured in the meeting notes from the last working group meeting (August 17 Meeting Summary).

Marjo illustrated the difference between the discussions about WHAT (goals) and the potential HOW (strategies). Given the WG is still working on goals, we will revisit all of these strategies in future discussions.

EV What	EV How
What role does natural amenity migration play in our economy? Do the goals capture this?	For example, bike paths are an amenity that brings people here for quality of life. Thus does this county as economic vitality investments?
What is the County's role in providing infrastructure? Is it the role of the County?	We need to plan for where development goes. Can implement strategies like special development districts, partnerships, etc. to achieve appropriate infrastructure. Is this a question of collaboration?
What is the role of housing in economic development? Relates to workers and availability of workers.	Need to promote affordable housing in order to maintain workforce. Where are we promoting it?
Government ought to be fair, predictable, etc.	How is this done? Is this more of a principle or is it a goal? What are the strategies?
Economic diversity. What does this mean? Standard economic development meaning is diversity of jobs, industries, and tax base.	
What are the types of incentives that should be provided? By who?	Incentives for value added agriculture marketing and development. Infrastructure, land, water, money, etc. Also utilities and business park. What about partnerships? Like State Trust Lands project. Cluster businesses together for provision of infrastructure and efficiency.

What about government collaboration? It is important, but not ranking as a goal?	IGA's speak to infrastructure investments.
Tourism	Remove impediments to protect assets. Develop private/public partnerships. Improve infrastructure investments to improve tourism. Advertise.
Workforce Development from ideas/changes list from visioning ...	Seen more as a strategy and that it fit under Goal #4.
Recruiting new businesses from ideas/changes list from visioning.	Also seen more of a strategy than a Goal.

### **Draft Community Vision Discussion**

Marjo distributed handouts that comprised a draft "document" outline of the Draft Vision Statement. Handouts included:

- Draft Vision Statement outline
- Draft Vision Statement
- Comparison of LPC Vision Statements.

She first provided an overview of the methodology to craft the vision draft, an overview of the demographics to date on who has participated, and a clarification of the purpose of the vision statement.

#### *Methodology:*

All of the verbatim comments were combined together and then grouped thematically. The themes then became the vision statements. For example, if there were 12 comments under Treasures that all said "real towns", then the vision statement includes the direct quote "real towns". In as many cases as possible, the exact language of the participants is used.

#### *Participant Demographics to Date:*

- 50 youth surveys mainly from the fair/4-H
- About 200ish surveys (not yet compiled into vision statement) but breakdown is 65% from other towns/unincorporated areas, 35% Durango. On reading them consistent with statements to date in vision draft.
- Vision Meeting July 25 (mostly Durango participants, but representatives from all of county)
- 6 Open Houses (all outside Durango)
- Outreach events (filled out surveys, thus included in that breakdown)

#### *Purpose of the Vision Statement:*

The purpose of the vision statement is to serve as a guide for developing goals. As we develop goals, they should move LPC towards the vision thinking in Big Picture Terms. The how we get there is the strategies (Ideas to Make it Happen). The vision meeting summary will include a lot of ideas for strategies. Previous planning efforts, such as the GrassRoots Vision, Transportation plans, CYFMP, etc. also all include ideas for strategies that we will need to consider. However, first we need to get the goals done.

The process for this Vision is to send it back out to the PUBLIC for comment/review/more input. To clarify, the draft provided for feedback to the Working Group is only the first draft and definitely not finished. After the Vision Draft is reviewed and commented on by the public, we will include the final vision statement with each goal when we do Goal meetings in December.

#### *Discussion on Draft Vision Statement*

Marjo then presented the following questions for the working group to help guide her in development of the vision.

- Does this vision seem consistent with the others created recently in the county? What seems different?

- What do we want to change with this draft county vision?
- Is the content consistent with the expressed community values?
- Do they create a vision of what we want (and what was expressed in the meetings)?
- Do we want to rephrase or add content?
- Do we want to create very succinct “statements” for each element vision (1-2 lines for econ vitality, sustainable development, etc.) or is this a satisfactory way to frame the conversations around goals/strategies as we move forward with the comp plan process?
- What should the final product look like?
- What is your general first impression?

Responses from the working group:

- The discussion that followed this question were mainly whether there was a benefit to a very short distilled vision statement, such as those that exist in the Compass or Grassroots Vision, or whether the longer more detailed statement provided more specificity.
- There was general agreement that they were all similar which was viewed positively.
- It appears to have a liberal tinge. What will the vision of the agricultural community look like? Will it be similar? Need to know that.
- These are all nice things but what do they really mean? Don’t say a lot.
- The bolded font which indicated directly what people said is helpful for understanding the comments.
- Describes who participated thus far, but is that all the community? Need to take it back out to see what people really think.
- Somewhat repetitive, but nothing bad.
- It is the implementation and strategies that are key.
- Was anything in there about energy development? (response: yes, under Natural Environment “ as oil and gas revenues in the SJB declined, we have successfully reclaimed degraded lands.” And under sustainable development and economic development), but more related to alternative energy industry.
- The use of the word “unplanned growth” is bad. It presumes that people who developed their land did not plan it. (Response: that word was used over and over again by the participants. Question of whether we chose the word for them if we do not like their word. I tend to stay with the words they use.)
- The comment about privacy under Community Treasures– think it refers to ability to choose privacy by where you reside, not by privacy in your own home as stated.
- Feel it captures what was represented at the meetings that participated in. It is very lofty.
- Feel it needs an executive summary and to be a bit more succinct.

There was also a discussion about how to best keep track of the content from meetings and how to format it. It was decided that Marjo would:

- Collate survey results by areas so that we could see if any distinctions emerge from areas
- Create one final vision input summary to distribute to the WG
- Post all the meeting summaries and survey results on the web by AREA of County

To complete the draft vision statement, Marjo is going to complete compiling all the input. She will send a final vision input summary to all WG members. She will work with Peter, Dick N., Jennifer, and Jack to create a final draft vision statement. The working group will have a chance to review the next draft vision statement before it goes out to the public the end of September.

### **Housekeeping/logistics**

Marjo has larger additional 3 ring binders for anyone who wants one!