



Campbell County
Economic Development
Corporation

■ ECONOMIC DEVELOPMENT ■ COMMUNITY DEVELOPMENT ■ WORKFORCE DEVELOPMENT

5 YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN FOR CAMPBELL COUNTY

ECONOMIC DIVERSITY TASK FORCE

HKM Office

February 18, 2010

1-2 PM

Task Force Members: Vermona Peterson, Toni Brown, Jeff Rosenlund
Mary Kelley, L.D Gilbertz, Dan Barks, Don Morrison, P.J. Burns

CCEDC Staff: Philippe Chino

- The Task Force decided to have **our weekly meetings on Mondays, from 1 to 2 pm,** in the CCEDC board room, starting this coming Monday , February 22nd
- We are continuing to recruit the appropriate organizations to the task force:

| | |
|---------------|---------------|
| Flightline | – Philippe |
| Coach | - Mary Kelley |
| VA | - Toni |
| City | - Philippe |
| County | - Philippe |
| Senior Center | - Vermona |
| Black Hills | - Philippe |

- We agreed on the GOAL for Economic Diversity:

“Diversify and expand Campbell County’s economy to stabilize the cycles of economic prosperity and slowdowns through growth of existing and new industries”

- The task force was in agreement that we always must emphasize that the primary goal in our community is mining and oil/natural gas. Diversification will not be at the expense of these industries. Diversification should come also from within of these industries.

We know that too many people in Campbell County agree in public that diversification is a must, but then, in private, do not want diversification because they think it implies “we think that the minerals industries will slow down drastically in the future and we must concentrate on bringing new set of industries to substitute the existing wealth”.

- As a group we were not satisfied with the word “slowdowns”. We want to find a better word. An assignment for the task force members is to bring substitutes of the word to our next meeting.
- Now that we have our goal, we will start with the set of specific objectives for the goal. We should think of the objectives as PERFORMANCE GOALS. From the discussions that we had at the meeting, we may come up with short-term and long-term objectives. The key point for the next several meetings is to focus specifically on objectives. Only when we come up and finalize the specific objectives, we will then go into strategies.