



Campbell County
Economic Development
Corporation

■ ECONOMIC DEVELOPMENT ■ COMMUNITY DEVELOPMENT ■ WORKFORCE DEVELOPMENT

5-Year Economic Development Strategic Plan for Campbell County

Steering Committee Meeting Notes

Cottonwood Rm, George Amos Building

Thursday, February 4, 2010

4:30 – 6:30 PM

Committee Members Present:

Vermona Peterson, Kristal Riss, John Pettyjohn, Nolene Wright, Paul Andrade, Richard Strahorn, Toni Brown, Linda Harris, Jeff Rosenlund, Mark Hines, Luann Borgialli, Doreen Schaar, Sherilyn Senif, Staci Beecher, Michael Surface, Chris Shelledy, Christy Gerrits, Megan Lehman, Julie Simon, Ryan Conklin

Planning Committee Members Present:

Jaime Tarver, Traci Conklin, Duane Evenson

CCEDC Staff Present:

Philippe Chino, Brandi Beecher and Mary Melaragno

- Co-Chair Megan Lehman welcomed everyone. Doreen Schaar went over the weaknesses phase and co-chairs and staff have decided to change wording from weaknesses to challenges.
- Doreen discussed the strength presentation and asked that if there is any changes that need to be made please notify staff. This will be used by many Public Relations representatives in Campbell County and needs to be accurate.
- Jaime Tarver told the Steering Committee this process is very important to the CCEDC Board. This is being called the 5-Year plan but believes the impact will be longer than five years. Board members will stop by occasionally, but this needs to be more of community effort.
- Megan discussed the process beginning with Gillette and Wright Swots in October 2009. There were over 80 people involved in the brainstorming process, in which was able to get the top 10 strengths, weaknesses, opportunities and threats. The next step is to develop task forces, there is not a need for ten task forces, as will be able to group some challenges together.

- Philippe Chino discussed the challenges that should be under one initiative:
 - Negative image – aesthetically
 - Geographic location is such that is difficult to attract new industries and development as well as its impact on tourism growth
 - Urban sprawl without a clear retail center
- The group discussed idea of Design Planning for Campbell County. Also discussed comprehensive planning, will create a vision for the City. We can currently see growth, but is not what believe should be aesthetically. Campbell County may think they are different, but actually are like thousands of other communities. Therefore, Campbell County needs to have something to show how we are different. If a layout of the vision was done it will be the first in Wyoming. It will also help with recruiting in the future. We need to discuss if also want to add this initiative.
- Philippe discussed Goals: Goals are aspirations and must be clear and concise. Make sure in strategies have a timeline and who is responsible. CCEDC is going to be staff to every Task Force.
- Group discussed clear cut weaknesses and worked on rephrasing them:
 - Lack of diversity within our overall business climate with too much dependence on minerals will now be: Create a strategy for improved Economic diversity
 - Lack of diversity of diversity and number of retail outlets; lack of training in how to build the retail section will now be: Create a strategy for retail expansion
 - No business ready business park(s) will now be: Identify and capitalize on available resources to create business/industrial park opportunities
 - Lack of investment capital for business growth and development (i.e. tax incentive, TIF) will now be: Improve awareness of investment capital for business growth.
 - Create business friendly regulation environment
 - Lack of 24 hour child care limits employee opportunities will now be: Assess quality child care needs and develop strategies for solutions
 - Explore Design Plan options and develop strategies
- The group signed up for Task Forces which are as followed:
 - Economic Diversity
 - Vermona Peterson
 - Toni Brown
 - Jeff Rosenlund
 - Philippe Chino
 - Retail Expansion
 - Traci Conklin
 - Paul Andrade
 - Ryan Conklin
 - Julie Simon
 - Michael Surface
 - Richard Strahorn

- Doug Ninas
- Jaime Tarver
- Luann Borgialli
- Daryl Meyer
- Brandi Beecher
- Business Parks
 - Paul Andrade
 - Staci Beecher
 - Nolene Wright
 - Linda Harris
 - Philippe Chino
- Child Care
 - Vermona Peterson
 - Toni Brown
 - Christy Gerrits
 - Sherilyn Senef
 - Brandi Beecher
- Capital
 - Brenda Schladweiler
 - Luann Borgialli
- Design Plan
 - John Pettyjohn
 - Megan Lehman
 - Traci Conklin
 - Toni Brown
 - Jeff Fuller
 - Philippe Chino
- Business Regulation
 - Megan Lehman
 - Jaime Tarver
 - Kevin King

NEXT MEETING TUESDAY, FEBRUARY 16th 4:30 – 6:30 PM. DINNER WILL BE PROVIDED.

WILL BE HELD IN THE COTTONWOOD ROOM IN THE GEORGE AMOS MEMORIAL BUILDING