

CARROLL COUNTY FOCUS ON THE FUTURE

Dec. 8, 2010

Flora Library

Draft

Present: Janet Ayres, Lynn Corson, Ann Brown, Bret Hanaway, Al Auffart

Minutes of the previous meeting were reviewed, corrected and approved.

Lynn Corson reported on a potential follow-up to the Festival/Events Coordinators meeting. The second meeting will be held in January to address open topics that could be helpful to various organizations. Topics could include sharing of contacts and resources, distribution of brochures and information in new venues, collaboration with the Flora Community Club to expand the Carroll County Fair and development of web pages for various organizations.

Al Auffart gave a quick update on the project to publish minutes of various public meetings on the county portal website and the potential for a spring meeting to develop topics of interest for the Government Dialogue Task Force.

Bret Hanaway updated the group on efforts to create a county identity. He noted that marketing and branding are just two subsets of the overall process and the real overall project is to develop methods to inform outsiders of the attributes of Carroll County. The task force has obtained several quotes for supporting services and identified the various steps needed to move forward. Key components include getting buy-in from all effected entities, defining the counties identity, defining an overall strategy, setting a timeline, and implementing recommendations.

Lynn Corson reported on the “Savor Indiana” project and the local financial help needed to effectively get Carroll County recognized in this effort. Ann Brown made a motion to have Focus on the Future apply for Operation Roundup funds to help support this effort. Seconded by Al Auffart. Motion carried.

The next meeting was tentatively scheduled for late January or early February at the Flora Library. The meeting was adjourned at 8:45 p. m.

Al Auffart
Secretary