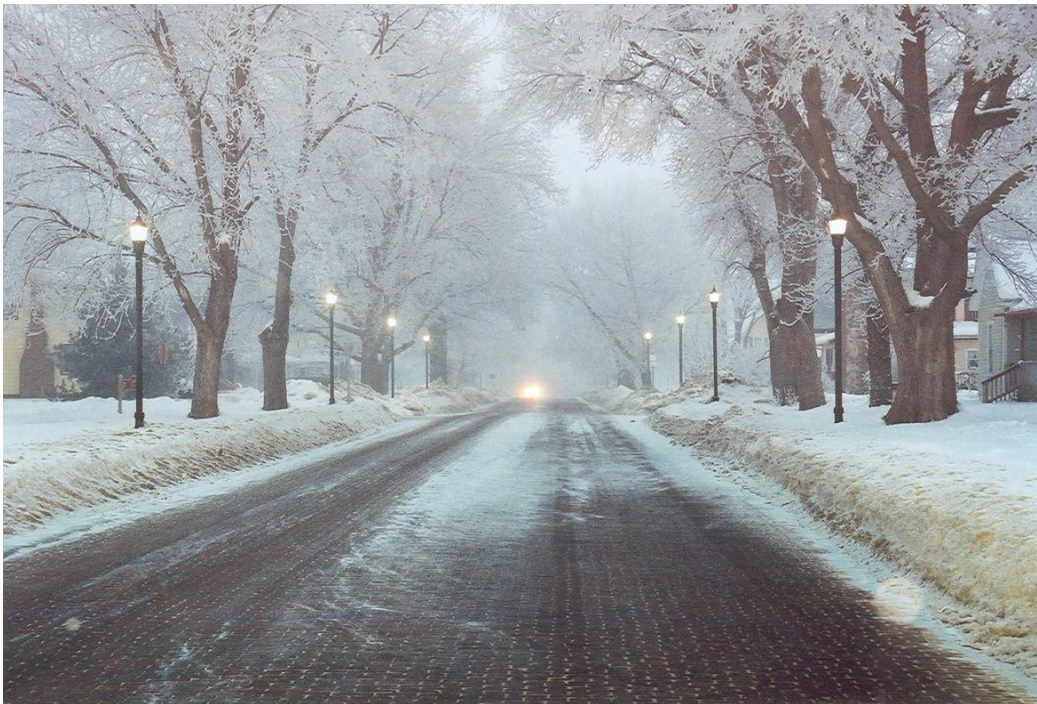


Community Plan 2007- 2008

HORIZONS

COMMUNITY LEADERSHIP TO REDUCE POVERTY



Woodbine, Iowa

Horizons is a partnership of Iowa State University Extension and the Northwest Area Foundation of St. Paul, MN.

Introduction

In the 2000 census, Woodbine showed a population of 1564 and a poverty rate of 10.4%.

Seven members of the Woodbine community attended the Horizons Spotlight in Lake City on September 13, 2006 to learn more about the Horizons program. In October 2006, thirty-one community members supported the goals of the Horizons program by signing the community application to become a Horizons community.

Eight community members were trained as Study Circle facilitators and lead 51 participants through the 10 hour Study Circle “Thriving Communities – Working Together to Move from Poverty to Prosperity for All” discussions between January 21 – March 4, 2007. The program culminated with a Community Action Forum held on March 11, 2007 with 44 participating. The group prioritized two Action Ideas to work on which included a 1) Community Resource Center to match assets in the community with needs, and 2) Youth Mentoring Program.

Three community volunteers were trained to present the 31 hour LeadershipPlenty® Program. Between April 15 – June 11, 2007, twenty-seven additional Woodbine residents participated in the program to build on individual experiences and develop community leadership skills. Those skills were then utilized as community members worked on the prioritized ideas from the Action Forum.

To match assets and needs in the community towards the development of a Community Resource Center a survey was developed and distributed through a school mailing that went to all residents in the school district. The results of the survey are being used in numerous ways to look at community needs and identify ways to meet those needs. One example is churches joining together to identify low income shut-ins and make home visits. Another project was the development of a “Welcome to Woodbine” guide. Local businesses and organizations provided information for this guide with volunteers binding the information and then distributing it along with a welcome basket to newcomers in the community identified through the locally owned city utility company.

The second Action Forum idea, a Youth Mentoring Program was enthusiastically embraced by the Woodbine Community Schools who provided funding for a coordinator of the program. Numerous other community organizations also financially supported the program. The program affiliated with the nationally recognized Teammates® Mentoring Program and officially began during the 2007-2008 school year with a goal of matching 6 caring adults with students. By January 2008, the goal was surpassed with 11 adult/student mentor teams meeting and 4 more in the process of being approved.

The first Community Visioning meeting was held on August 21, 2007 with 65 participants. Major themes included:

- Woodbine residents will work together in a Caring, Sharing, Learning Center to match individual and family needs with local resources and assets. The center will be in an accessible location and staffed by a coordinator.
- Marketing of Woodbine via a website, signage, brochures, personal contacts, and displays (i.e. Rodeo, Apple Fest) will attract newcomers to the community as a great place to live and raise a family.
- Current and future employers will provide quality, good paying jobs for residents to work in the Woodbine community.
- Woodbine will have viable retail businesses that fulfill the needs of local residents and visitors.
- Quality, affordable housing will be available to individuals and families who choose to live in Woodbine.

- Woodbine will have state of the art technology available to businesses, residents, the library and school.
- Recreation and activities including a walk/bike trail will be available for Woodbine residents of all ages.

Community leadership then gathered additional input by sharing the information at community clubs and events with 110 total participants. A survey was also developed with 136 responses via Survey Monkey on-line.

A second Community Visioning meeting for Action Planning was held on October 8, 2007 with 40 participants. At that time participants reviewed the results of the Visioning Survey and prioritized five issues to work on. Participants then signed up to be on a work group for each of the issues with leadership for each group identified. The following Action Plans were identified for each group:

Issue/Topic: <u>Caring, Sharing, Learning Center</u>			
<i>Goal: Woodbine residents will work together in a Caring, Sharing, Learning Center to match individual and family needs with local resources and assets. The center will be in an accessible location and staffed by a coordinator.</i>			
Activity	Tasks to be completed Resources needed	Who will lead carryout?	Date to be completed
Summarize Community Survey results	Community survey was completed in Fall 2007	Marianne Sullivan Billie Jo Clausen	December 2007
Begin work to match community needs with assets	-Work through churches to identified individuals and families in need -Make personal visits	Kathryn Walpus Marianne Sullivan	On-going
Recruit Board of Directors Board of Directors Decision-making	-Develop job description -9 member Board representation should include: Sr. Citizen, school, city, chamber, parent, service organization, minister, two students - Board discuss center set-up, rules, liability waivers, etc.	Sarah Cox Sally Watkins	December 2007 – March 2008
Seek Funding	Identify grant funds Write grant	Billie Jo Clausen Marianne Sullivan Sally Watkins Diane Hutcheson Tony Bantam Kathy McHugh	Winter/Spring 2008
Identify Location for Center	Brainstorm possibilities, make contacts	Board of Directors	Spring 2008
Recruit and hire or identify Center Coordinator	Job Description, advertise, interview	Board of Directors	Spring 2008

Issue/Topic: Recreation Activities for All Ages

Goal: No and low cost recreation activities including a walk/bike trail will be available for Woodbine residents of all ages.

Activity	Tasks to be completed Resources needed	Who will lead carryout?	Date to be completed
Year round indoor walking Fitness center at school	-Permission from school to open doors -Set hours -Gather info. about insurance needs - Check into exercise equipment	Steve and Janelle Shaffer Dottie Seymour Jackie Thomsen	January –March 2008
Walking and Biking Trail	-Check into use of Boyer River Dike -Discuss other possible locations for trail	Burton Moores Lois Surber Shurmaine and William McAlpine	Spring 2008
5 th Quarter Youth Program	-Contact existing sites -Seek grant funds for supplies and coordinator -Publicize facilities	Adam and Sarah Cox	Fall 2008

Issue/Topic: Marketing Woodbine

Goal: Marketing of Woodbine via a website, signage, brochures, personal contacts, and displays will attract newcomers to the community as a great place to live and raise a family.

Activity	Tasks to be completed Resources needed	Who will lead carryout?	Date to be completed
Examine the practical use of grain elevator for town signage	Talk with City and get cooperation	Deb Sprecker	
Clean up lots and junk in community		Zell Millard Bill Hutchesen	On-going
Advertising – including Council Bluffs and Omaha area	Brainstorm advertising options Gather costs of ads Develop marketing message and plan Develop ads and display	Tyler Knott Mindy Crook	Spring 2008
Collaboration on Iowa's Living Roadways Community Visioning Program	Complete grant application Keep Horizons Steering committee informed of progress	Zell Millard Deb Sprecker	November 2007 and beyond

Issue/Topic: Quality Jobs

Goal: Current and future employers will provide quality, good paying jobs for residents to work in the Woodbine community.

Activity	Tasks to be completed Resources needed	Who will lead carryout?	Date to be completed
Networking with Woodbine alumni	Develop plan for contacting alumni	Jean Griesel Committee members	On-going
Contact Main Street Iowa	-Main Street Iowa Seminar to gather info. -Conversations with Chamber, Woodbine Development -Complete Main Street Iowa application	Bob Stephany Jean Griesel Lois Surber	October 30, 2007 and beyond.

Issue/Topic: Youth Mentoring Program

Goal : Caring adults and youth will come together in a mentoring program to make a positive difference in the Woodbine community.

Activity	Tasks to be completed Resources needed	Who will lead carryout?	Date to be completed
Start-up activities	-Get support of Woodbine Schools -Recruit and hire coordinator -Affiliate with Teammates™ Program -Attend training -Recruit and train board	Karen Ryerson	April – October 2007
Identify mentors and mentees	Recruit adult mentors Application process Matching adults with youth	Maureen Allen, coordinator	November 2007 – February 2008
Adults mentor youth		Maureen Allen, coordinator	February – May 2008 and beyond during school year.

Evaluation

On November 8, 2007 a newly formed Horizons Steering Committee met with representation from each of the work groups and several at-large members. The purpose of this group is to monitor progress on the community action ideas, report outcomes, and make fiscal decisions about the use of the \$10,000 NAAF Grant.

The steering committee will meet monthly. To date they have

- Identified two community members to enter information on the community Blog
- Voted to have the Woodbine Foundation serve as the fiscal agent for Horizons funding
- Endorsed the Horizons work groups seeking resources from several outside sources.
- Began plans for another community wide meeting to be held in early Spring 2008 to gather additional input and momentum for the community projects and programs.