

SAMPLE RESOURCE TEAM INSTRUCTIONS

From Manchester

Thank you for joining the Resource Team that will be visiting Manchester on July 11th. This is a quick review of what is happening. An agenda is at the end of this e-mail, following the priorities list.

The meeting will take place at the Maple Street School. The Maple Street School is on Maple Street. . . get there from the north by following Rte. 7 to Rte. 7a South into Manchester, continue south until you reach the traffic circle then take the second exit onto Equinox Terrace Road and then, soon after that, a right onto Maple St.. See <http://www.maplestreetsschool.com/> for other directions. You should plan on arriving no later than 6:15 pm for a quick briefing.

The Manchester area has been working for several months on identifying priority projects to advance the local creative economy. The 3 projects being discussed were selected through a series of two public forums, one to brainstorm potential project areas and another to narrow the selected projects to the 3 to start work on this summer. A full description of the projects is on the second page; their main concepts are below.

- ❖ Create the Infrastructure for State-of-the-Art Communications Technology
- ❖ Establish a Local Foods Retail Center.
- ❖ Establish Manchester as a Leader in Sustainability and Green Business

You are part of the team to establish state of the art communications technology in Manchester. A reminder e-mail closer to the date will include a list of everyone on each team.

July's meeting will work with local project teams to begin laying out the components of an action plan. The local participants will discuss their team's goals, steps to meet those goals and potential resources to bring in to support their efforts. This is very basic planning – the teams will likely need to go into more detail later (and probably after they have gathered more information) but the upcoming session gives a kickstart to the process and serves to break down big ideas into manageable next steps.

Community members will do most of the talking, with guidance from a facilitator. Resource Team members will answer questions, suggest further resources, and offer advice where needed. The main preparation is simply to be available to answer these questions. The community leads development of the action plans, but the input of the Resource Team is a key part of their work.

****After the meeting, Resource Team members will reflect on the three project areas, then send back advice (in bullet point form) on the projects, particularly ideas for where to seek necessary information or funding. All advice goes into a final report. Please don't forget about this component! It shouldn't take very long but is extremely important for our communities****

Examples of reports from previous community participants are available at <http://www.vtrural.org>. Please let me know if you have any questions.

Thank you again for investing your time and expertise in this project,

Helen Labun Jordan

Projects List

**** Create the Infrastructure for State-of-the-Art Communications Technology:**

Communications technology is key to many aspects of life in Manchester. Many workers rely on telecommuting; home-based businesses have customers outside of the immediate region; even businesses with traditional storefronts rely on the Internet and other technologies to be in touch with the rest of the world. Staying current with technology is important to young people who might locate in Manchester. Visitors on vacation increasingly expect to be able to remain in communication with their business or home communities. This Project Team should set a plan to keep Manchester at the forefront of communication technology.

**** Establish a Local Foods Retail Center:** Manchester could be the Buy Local capitol of Vermont. The town is easily accessible from Boston, Albany, and NYC. It already has a reputation for high quality shopping experiences. A year-round local food and wine center could introduce people from across the region to Vermont agricultural products. As with farmers' markets, the food center could also include crafts and other locally-made pieces, prepared foods, and an outlet for local value-added agriculture. This Project Team should keep in focus the larger goal of ensuring Manchester's future as an important retail center. The food center should serve a local customer base as well as attract visitors for a full shopping experience. This goal will require careful planning for what the center offers, a compelling marketing campaign, and strategies to stay in step with technologies, such as the Internet, that influence the character of shopping.

**** Establish Manchester as a Leader in Sustainability and Green Business:** The Manchester town government has already attracted statewide notice for taking steps to reduce Manchester's carbon footprint. Manchester should move forward from this starting point to make itself a true leader in environmental issues, particularly where those issues open business possibilities. Possible overlaps between sustainability and a creative economy include building a LEED (green building) certified arts & business incubator, pioneering carbon trading markets, promoting development of renewable energy-production companies, and using entrepreneurial environmental work to attract young people.

Agenda

6:30 to 6:45 Introductions and Review of the Creative Communities Process – Helen Labun Jordan

1. Review of the agenda
2. Introduce Visitors
3. Discussion of Chair roles and structure for future work

6:45 to 8:30 Breakout into Task Forces - Facilitators

1. Review of the Major Issue and Status of Efforts to Address It
2. Brainstorm Potential Action Steps to Address the Issue
3. Prioritize the Action Steps And Put in Sequence: First, Second, Third, Fourth.
4. Identify Human and Financial Resources Needed to Accomplish Steps, and Where to Find Them

8:30 to 9:00 Report Back to the Full Group – Helen Labun Jordan

1. Reports
2. Ongoing Coordination