

Balancing Economic Development & Environmental Stewardship Team Notes
February 11, 2010

Homework:

- Team email discussion about goal statement – goal is to complete this by Friday, February 19th. Look at language of goal statement. Is it meaningful to the community (guy on the street)? Will people in the community be able to see themselves in it? (Okay to have some parts that need to be defined but would want it to be meaningful/understood if presented paired with the measures.
- Look at the measures. Think about the top 3 (4 at the most) that the community will hold itself accountable for.

DRAFT Team Goal Statement:

***In Carroll County sustainable stewardship of human and natural resources
is growing a vibrant economy for all generations.***

Possible measures to track success. (Measures should answer the question of how will we know we have been successful?)

- Employment rate ↑ and income ↑
- Trained stewards in the workforce – steward vibrant economy and environment
- Recycling rate/ Waste management cost ↓
- Reputation/known as the county that balances economic development & environmental stewardship
- Broad age range in the community; attractive to communities
- Connectivity – cyber & physical
 - Broadband
 - Vibrant transportation system

Breakouts

- Carroll County will have a sustainable, vibrant economy where community members are stewards of natural resources for future generations.
- Carroll County is the place where the needs of protecting the environment and expanding economic development are balanced for future generations.
- Carroll County has a vibrant economy where the business community becomes stewards in the protection of sustainable natural resources.

Discussion

- Idea of stewarding the environment and the (vibrant) economy; need to take care of both. Moves from the false dichotomy that stewarding the environment as a good endeavor automatically makes paying attention to the economy a negative. Need to do both well.
- Resources to steward includes both natural and human.

- Move from focusing on the tree to the forest. Concept that while there may be only one use for a single tree (harvest or preserve) in the forest there is room to both conserve and responsibly use resources.
- Interest in stewarding for future generations but this planning can't be just for the future generations but also for now; action now; benefits/results now as well as thinking about our responsibility to future generations; what do we want to see 3 years from now as well as 20 years from now?
- Missing range of jobs (pay levels) that need in vibrant economy.

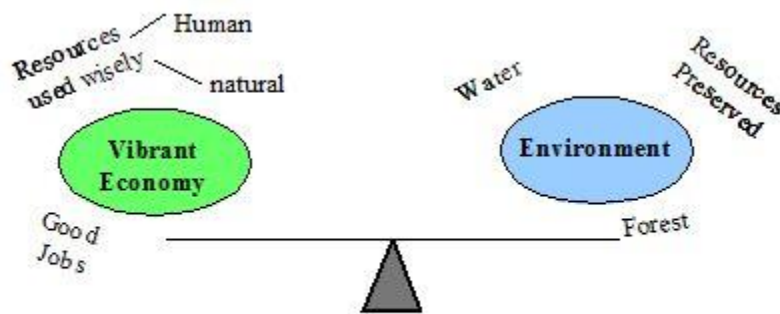


Fig. 1—DRAFT team example of balancing the economy & environment

March Meeting – March 4th, 8:00 – 9:30 am

- Finalize goal statement and measures
- Outline the business plan for how to get there. What are the levers, measures and action items?