

# *Citizens Academy*

*Class VI*

*2008-2009*

## **THE INDIVIDUAL ACTION PLAN BOOK**





# **A COLLECTION OF INDIVIDUAL ACTION PLANS BY CLASS VI OF THE CITIZENS ACADEMY**

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**THE INDIVIDUAL ACTION PLAN ASSIGNMENT WAS DESIGNED FOR THE CLASS MEMBERS OF THE CITIZENS ACADEMY TO CREATE AND INITIATE A PROJECT TO IMPLEMENT IN THEIR HOME TOWNS FOR THE BETTERMENT OF THEIR COMMUNITIES. THIS BOOK INCLUDES EACH CLASS MEMBER'S INDIVIDUAL ACTION PLAN THAT OUTLINES THEIR PROJECTS, ASSESSMENTS OF COMMUNITY MEMBERS FOR THE VALIDITY OF THE PROJECT AND THEIR PLANS OF ACTION.**

## Individual Action Plan

**Name:** Anita G. Arnold

**Community:** Oklahoma City, OK

**Project:** Multi-Purpose Performing Arts Center

**Projected Completion Date:** August 2011

### **Assessment:**

No Multi-Purpose Performing Arts Center in NE OK City

21 Schools (K-12) in Northeast Oklahoma City

More than 50,000 residents in the quadrant

Plenty of undeveloped land – City, County, State & Privately Owned

Three buildings that could be renovated to fulfill the needs

Community surveys conducted by 4 different organizations show 85% in favor of facility

### **Plan of Action:**

Task 1: Form a Steering Committee to coalesce existing data, create mission, goals and objectives, and process of the committee and project.

Deadline: August 1, 2009

Who: Anita G. Arnold

Resources Needed: Subject Matter Expert, 2 Board Members of BLAC, Inc. 1 City Official, 1 State Official and 1 School Board Official.

Details: A notice of meeting with stated purpose will be sent to appropriate, pre-identified persons to serve on this committee.

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Task 2: Convene a town meeting to identify issues

Example of issue: Accessibility of existing buildings

Deadline: September 30, 2009

Who: Anita G. Arnold

Resources Needed: Key community leaders representing valid voices to success of project, Project Consultant, committed skilled volunteers to ensure success of meeting.

Details: Large community issues need to be identified and placed in an action timetable for resolution. Meeting will reserve several functions in identifying others that would be helpful in ensuring success of project, especially fund development.

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Task 3: Form a Project Task Force with Schedule of Meeting Dates

Deadline: October 31, 2009

Who: Anita G. Arnold

Resources Needed: Business Planner, Development Consultant, Construction Management Consultant, Steering Committee, Others as determined by Steering Committee

Details: Define appropriate communications channels, determine interest level and availability of prospective members of task force. Convene task force.

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Task 4: Implement the project

Deadline: February 1, 2010

Who: Anita G. Arnold

Resources Needed: Task Force, Community, Designer or Architect, Site Selection Committee, Fund-raiser, and Construction Company or Builder.

## Individual Action Plan

**Name:** Wilt Brown  
**Community:** Hobart, OK  
**Project:** Community Signage  
**Projected Completion Date:** December 2009

### **Assessment:**

Signage of city is completely outdated or in dire need of repair.  
Funding is available in limited capital improvements.  
Only one opportunity to make a first impression to visitors of the city.

### **Plan of Action:**

Task 1: Present plan to City Council.

Deadline: February 9th Council Meeting

Who: Wilt Brown.

Resources Needed: Funding already in place; need Beautification Committee involvement.

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Task 2: Contact Beautification President, Norma Crane and Main Street Director, Stephen Boyd.

Deadline: Before March 1, 2009.

Who: Wilt Brown.

Resources Needed: Assistance from Main Street and other Architect on design recommendations.

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Task 3: Get designs from architects.

Deadline: May 1, 2009.

Who: Wilt Brown, Norma Crane and Stephen Boyd.

Resources Needed: Designs.

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Task 4: Get council approval on design.

Deadline: June 8, 2009.

Who: Wilt Brown.

Resources Needed: Council approval to move forward.

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Task 5: Get Pricing from local sign man.

Deadline: July 15, 2009.

Who: Wilt Brown and Nate McMurray.

Resources Needed: Actual Prices.

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Task 6: Get final approval from council.

Deadline: August 10, 2009.

Who: Wilt Brown.

Resources Needed: Funding from Limited.

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Task 7: Issue Purchase order for signs to Nate.

Deadline: August 15, 2009.

Who: Wilt Brown and Ashley Slaughterback.

Resources Needed: Actual Purchase Orders.

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Task 8: Produce and install new signage.

Deadline: December 1, 2009.

Who: Nat McMurray.

Resources Needed: Payment of Invoices.

## Individual Action Plan

**Name:** Dennis Caler  
**Community:** Clinton, Oklahoma  
**Project:** Implement recycling program  
**Projected Completion Date:** June 2011

### Assessment:

No recycling program  
Nearly 10,000 residents  
Limited availability of trash disposal  
Residential Solid Waste Rates

- \$11.07 Per month for Residential customers inside city limits
- \$5.59 Per month for an additional polycart inside city limits
- \$16.61 Per month for Residential customers outside the city limits

Community Survey: to be sent to utility customers

### Plan of Action:

Task 1: Form a committee to evaluate need for recycling program

Deadline: September 2009

Who: Dennis Caler/Allen Bryson

Resources Needed: Volunteers, City Officials, Civic Organizations, Others

Details: A request will be sent to citizens of the community seeking volunteers to serve on this committee. Recruit members.

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Task 2: Survey the community regarding need/use of a recycling program

Deadline: November 2009

Who: Dennis Caler, Volunteers from committee

Resources Needed: Survey Instrument, Utility Customers, Committee Members, City Officials

Details: Include survey with return self-addressed envelope in customers' monthly utility invoice from the city.

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Task 3: Gather information regarding curbside recycling program and stationary recycling stations.

Deadline: March 2010

Resources Needed: Volunteers, City Officials, Civic Organizations, Others

Details: Investigate programs available, identify related expenses

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Task 4: Present program at local town meeting

Deadline: June 2010

Resources Needed: Committee Involvement, Town Meeting, Volunteers

Details: Facilitate meeting about the recycling program chosen by committee. Set deadline for implementing program. Secure Funds.

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Task 5: Implement Recycling Program

Deadline: June 2011

Resources Needed: Resources identified by chosen recycling program, Participants from the Community.

Details: Have chosen recycling program implemented and have 80% participation from community.

## Individual Action Plan

**Name:** Chris Carr

**Community:** Sapulpa, OK

**Project:** Re-establish Route 66 Car Show

**Projected Completion Date:** June 2009

### **Assessment:**

Need for leadership and direction to continue the car show

Need a car club to assist with the event

Need for sponsorships

Need for creation of committees (Crafts / Food vendors, Judging, Security, and Sponsorships)

This is very popular among the community

### **Plan of Action:**

Task 1: Form a Sponsorship / Advertizing Committee

Deadline: March 2009 / already started committee

Who: Janet Beil / Chris Carr

Resources Needed: Businesses and leaders to provide financial support. Establish support levels.

Details: We have completed approximately 90% of the sponsorships

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Task 2: Form a Craft and Food Vendor Committee

Deadline: March 2009 / already started committee

Who: Janet Beil / Chris Carr

Resources Needed: Committee members to coordinate and make agreements with the food vendors and attract crafts for the show

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Task 3: Form a Security Committee

Deadline: March 2009 / already started committee

Who: Janet Beil / Chris Carr

Resources Needed: Police Department and other leaders in the community

Details: We will be having a beer garden and are working out the details of how this is going to be handled

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Task 4: Form an Awards / Judging Committee

Deadline: April 2009

Who: Janet Beil / Chris Carr

Resources Needed: Find a car club to determine how the judging will take place.

Details: We have several car clubs we are working with and will make the final selection of the club by the end of April 2009.

## Individual Action Plan

**Name:** Amy Draper

**Community:** Norman, OK

**Project:** City-Wide “PICK UP THE PARKS” Event

**Projected Completion Date:** Saturday, April 24, 2010 (in recognition of Earth Day, April 22)  
– Subsequent “PICK UP THE PARKS” events to follow annually, if the first is a success!

### **Assessment:**

Visual – litter, weeds, paint chipping, etc.

Available and willing volunteers (OU Students, Norman Public School Students/Faculty, other community members)

55 Neighborhood and Community Parks in Norman

Community survey results: all data has not yet been collected, but data that is in shows 89% in support of a parks cleaning day; 66% willing to volunteer time/donate supplies (sent via Facebook to OU Students and sent to local elementary, middle and high school principals via Email to send home with students)

### **Plan of Action:**

Task 1: Form a Committee

Deadline: August 2009

Who: Amy Draper

Resources Needed: City of Norman Parks and Recreation Department and Norman Parks Foundation support, a representative from the city Parks and Rec Dept., a rep from the Norman Parks Foundation, a rep from the Norman Public Schools system and a student group rep from OU, other interested community leaders

Details: Representation from each entity involved will assure strong communication to each working part of the project.

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Task 2: Site Assessments

Deadline: March 2010

Who: Amy Draper + Committee Members + City of Norman Parks and Rec Dept.

Resources Needed: List of every park and its location in Norman, persons to assess the sites, pre-made assessment forms

Details: Our committee rep from the parks and rec dept. will help develop a site assessment form, noting the improvements needed at that site. Committee members will travel to each site to assess the work needed to be done on the day of the event.

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Task 3: Marketing

Deadline: Up to event day

Who: Amy Draper + Committee Members

Resources Needed: Website, Paper for Flyers/\$ for Copies, News Releases, Volunteers to pass out Flyers and to Chalk on campus sidewalks

Details: Website for event on MySpace and Facebook and reminder messages sent to “friends;” Flyers posted in local businesses (campus corner/downtown), at the parks and around neighborhoods; event messages/reminders posted on Norman Schools Web sites, City Web site, Parks Foundation Web site, and OU Student Life Web site; News Releases sent to Norman Transcript, Oklahoma Daily, TV4OU news show, applicable partners’ newsletters; Chalk on OU campus

Task 4: Recruit and Inform Volunteers

Deadline: March 2010

Who: Amy Draper + Committee Members

Resources Needed: Volunteers! – mediums for volunteers to sign up/register, email blasts to keep volunteers informed of duties, updates, etc.

Details: Volunteers will be able to sign up via our sites on Facebook, MySpace and by contacting a point person on the committee by email or phone. This contact information will be present on all marketing materials. Volunteers will be added to an email list, to be contacted with updates. We will need to recruit 55 “Leaders” for each park location, to organize the other volunteers and to make the event a success. Site assignments for each volunteer will be distributed via email.

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Task 5: Collect Donated Cleaning and Cookout Supplies

Deadline: March 2010

Who: Committee Members

Resources Needed: Trash bags, rakes, paint, paint brushes, gardening gloves, (possibly: flowers, trees to plant, shovels), Drop Off Location; burger patties, hot dogs, buns, chips, veggies, cookies, condiments, beverages, ice, plates, napkins, cups, flatware

Details: The priority is to first collect cleaning items from our day-of volunteers, if possible. Second step would be to visit local stores to ask for donations of these items: Wal-Mart, Target, Ace Home Improvement, Atwoods, Home Depot. We will ask donors to drop off supplies at the City of Norman Parks & Recreation Department. We will also ask Wal-Mart, Target, Homeland and Value Foods to Donate food and paper goods for the end of day Cookout.

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Task 6: Host Event!

Deadline: June 2009

Who: Amy Draper + Committee Members + Volunteers

Resources Needed: Volunteers, trash bags, rakes, paint, paint brushes, gardening gloves, flowers, trees, shovels, burger patties, hot dogs, buns, chips, veggies, cookies, condiments, beverages, ice, plates, napkins, cups, flatware

Details: The event will begin at 1 p.m. and end at 4 p.m. (or until site projects are completed). Each park site will have a volunteer “Leader” to organize the volunteers and to see that the improvement priorities for that site (configured from the site assessment) are completed by the other volunteers at that site. Committee members will float from site to site during the day to see the progress and be available for help or questions. Contact phone numbers will be given to each site “Leader” for every committee member. After the clean up event at each site is completed, the committee will host an end of day Cookout at Reaves Park at 5:30 p.m. Rainy Day backup date: Saturday, April 21, 2010.

## Individual Action Plan

**Name:** Kathleen Earnest

**Community:** Alva, OK

**Project:** Pocket Park

**Projected Completion Date:** Spring/Summer 2011

Rationale: This idea developed from my involvement with the first Oklahoma Arts Council Leadership Arts Class Spring 2008 and Alva's strategic planning sessions (Alva Alive!) Spring 2008. From the community visits and contacts I made through the OAC opportunity and ideas generated during Alva's strategic planning on community improvement, my sights landed on an empty lot between the library and the senior citizens. I began making inquiries about the space with the library director and the elementary principal. At about the same time, the Alva Public Library (APL) Foundation Board, of which I am a member, was formed. These experiences and conversations coalesced into the idea of developing a green space for performance, lunching, and relaxing for library patrons, children, senior citizens, and other community members.

I explained these ideas to Lynn Wilt, chairperson of the APL foundation board; she immediately saw the cultural vision for the space. This space could be used by the library for storytelling, book talking, or puppet show events; by the senior citizens for lunching and recreation; by young students for outdoor musical performance or award ceremonies. The public could also use this space for small musical ensemble performance, poetry readings, receptions, or photography. This use will help to develop an "arts space," offer intergenerational opportunities for young students and seniors, and provide additional library programming.

One of the objectives that developed during city strategic planning was community beautification. This project takes an empty space and develops a green space for community use, increasing quality of life for patrons. Our local DHS office recently moved into a remodeled space just two blocks east on the downtown square. We anticipate that there could be more foot traffic between DHS, the senior citizens, the library, and the elementary school, and that patrons would take advantage of activities in a green space. This space could be a way to connect more patrons to quality of life experiences and to increase the attractiveness of the downtown.

I also work with campus colleagues on creativity and preservation projects. We envision that more "creative" endeavors could be inspired by this project, thus enhancing community life, not only for our local citizens but also for our university employees and students.

### **Assessment:**

Alva Alive! Strategic Planning Objective: Community Beautification

City Council Committee: Parks and Recreation

Empty lot between public library and senior citizens center, with early childhood center 1/2 block away; DHS offices 2 blocks away

Conversations with library foundation chairman, library personnel, elementary principal, senior citizens representative, city manager about needs and use of space

Charitable donations and volunteer groups service project activities

The completion dates are flexible depending on weather and city funding

### **Plan of Action:**

Task 1: Form two person committee, speak with library personnel, and speak with city manager about needs and next steps

Deadline: Completed summer 2008

Who: Kathy Earnest and Lynn Wilt, APL foundation chairperson

Resources needed: Photographs of space, article in paper, preliminary sketch of layout, conversation with

volunteer grant writer

Details: Wilt and Earnest are pursuing city manager's suggestions and contacted community volunteer to look at space

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Task 2: Committee visits with volunteer about vision for space to develop preliminary plan

Deadline: Completed late fall 2008

Who: Earnest, Wilt, and Mike George, community volunteer who uses a wheelchair

Resources needed: Conversations about vision for uses of space

Details: measurements of space (width and depth); street entrance from library and senior citizens center; back 1/3 of lot reserved for library parking and unloading area; stage/performance area; electrical needs; serpentine walkway to discourage skateboarders, seating areas, landscaping, fencing, shaded area for lunching; handicap accessibility

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Task 3: Committee and volunteer view preliminary sketch of space

Deadline: Completed late fall 2008

Who: Wilt and M. George; Wilt reported meeting to Earnest

Resources needed: preliminary sketch and adjustments

Details: finalize sketch, elevations, suggested materials

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Task 4: Committee contacts city manager and city council committee for parks; also visits with volunteer grant writer

Deadline: January 2009

Who: Earnest and Wilt

Resources needed: preliminary sketch and explanation of proposed use of space

Details: Visit with city manager who can then visit with council members

---

Task 5: Committee receives report from city manager

Deadline: February 2009

Who: Wilt and Earnest

Resources needed: finalized sketch; city's offer of budget and labor; city manager's suggestions concerning implementation; meeting with representative of senior citizens center

Details: resolved as needed; question--how much work will be involved with replacing the sidewalk around the library to the pocket park?

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Task 6: Committee determines steps for publicity and contact with volunteer groups

Deadline: March-May 2009

Who: Wilt and Earnest

Resources needed: newspaper article; contact with local tree board and volunteer groups; solicitations of donations from community groups; procedures established for monetary donations to APL foundation

Details: resolved as needed

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Task 7: Construction begins and continues

Deadline: June-October

Who: city employees; volunteers, Wilt and Earnest

Resources needed: blueprint/ plans; city labor and equipment; installation of shaded area, stage, fencing, path, seating, plants, etc.

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Task 8: Completion and opening event

Deadline: Spring/Summer 2011

Who: city employees, volunteers, Wilt and Earnest

Resources needed: event planned by library personnel, elementary principal, senior citizens, possibly a storytelling/picnic event; library will be in charge of scheduling space for public events

Details: resolved as needed

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## Individual Action Plan

**Name:** Heath Eubanks

**Community:** Vian, OK

**Project:** Downtown Beautification

**Projected Completion Date:** May 2011

### **Assessment:**

Vian is home to many aesthetically displeasing buildings.

The downtown area is more than fifty percent vacant buildings.

There is no unity in the area.

As a result, businesses do not wish to locate in Vian.

### **Plan of Action:**

Task 1: Organize Ideas

Deadline: May 2009

Who: Heath Eubanks

Resources Needed: A small sample of Vian residents.

Details: I will host a small planning session with hand chosen individuals who serve in various community organizations. We will discuss the goal and the options available for executing the plan. Items of interest will include: 1) Which organization will oversee, or pilot, the beautification? 2) How will the project be funded? 3) How will funds be allocated?

---

Task 2: Form a Managerial Committee.

Deadline: June 2009

Who: Heath Eubanks/Pilot Organization

Resources Needed: Leaders

Details: A group of people from the pilot organization will be chosen to further plan the details of the project. This committee will meet regularly to discuss various ideas and thoughts. The committee members will serve as liaisons to area residents. The committee will research the project, tour cities that have accomplished similar projects and meet with their leaders, and determine exactly what is desired for Vian.

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Task 3: Host Information Session

Deadline: August 2009

Who: Managerial Committee

Resources Needed: Area Residents

Details: An open information/planning session will be held to assess the community's thoughts and opinions about the project. The committee will present their findings from research to the public. Feedback will be collected and applied to the detailed plan.

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Task 4: Produce a Detailed Plan

Deadline: September 2009

Who: Managerial Committee

Resources Needed: Financial Advisors, Architects, City Leaders, Attorneys

Details: Planning is the single most important phase of any project! We must produce a solid foundation on which to build project. The plan that is created will strive serve as an instructional guidebook that shall answer any question that may arise during the beautification project. The plan will address the extent of the project in order to estimate the approximate amount of funds that will be needed. The plan will also provide details on how funds will be raised. Other areas the plan will encompass include design, integration, legalities, and allocation of funds.

Task 5: Raise Funds

Deadline: January 2010

Who: Managerial Committee

Resources Needed: Grant Writers and Donors

Details: The managerial committee will research grant options. Once it has been determined which grants are most applicable to the project, members of the committee will work with local grant drafters to create grant proposals. It is highly likely that the grant funds will require a matching component. Matching funds will be generated in multiple ways. Each building owner will have to provide a portion of the funding. A large portion of the matching funds will be in-kind, and a benefit gala will be hosted by the pilot organization.

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Task 6: Host Gala

Deadline: April 2010

Who: Pilot Organization/Managerial Committee

Resources Needed: Volunteers and Donors

Details: The pilot organization will host a benefit gala in which tables can be “purchased” by local businesses and individuals for a suggested minimum donation. This will be the time when details of the plan are announced, and attendees will be informed of the ways that they can provide assistance.

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Task 7: Negotiate with Property Owners

Deadline: June 2010

Who: Managerial Committee

Resources Needed: Attorney

Details: The details of the negotiations are currently unknown. The process will involve determining who will be responsible for what. All decisions will be recorded as a legal document or contract. Property owners will have to enter into a contract with the pilot organization. Terms of the contract will be straightforward, and the contract will serve to ensure that legal issues do not arise during the execution of the beautification.

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Task 8: Construction

Deadline: May 2011

Who: Volunteers, Property Owners, Contractors, Pilot Organization

Resources Needed: Volunteers and Contractors

Details: The details of construction will be provided in the detailed plan produced earlier in the process. Construction will begin in June 2010 and will be concluded May 2011. The construction will occur in phases. This process will include adding decorative items like planters, light posts, and pavers to sidewalks, and also facade updates to existing buildings. Facade changes will include, but are not limited to, paint, windows, and signage.

## Individual Action Plan

**Name:** Charlotte Hadwiger

**Community:** Alva, OK

**Project:** Signs for Alva

**Project Completion Date:** June 2010

### Assessment:

Visual Assessment: Signs welcoming people to Alva are difficult to see. The current signs are poorly placed small green street signs on a metal pole at the 4 main entrances into Alva, OK.

Alva Alive Strategic Planning Assessment: Poor visibility of Alva signs. Most people do not notice signs.

Stakeholders Assessment: Local Rotary Club has designated money to improve signs to welcome people to Alva, OK due to the poor visibility of signs.

### Plan of Action:

Task 1: Form a Committee

Deadline: June 2009

Who: Charlotte Hadwiger

Resources Needed: Community stakeholders and city officials

Details: Send a request to members of the community that would be the most beneficial on this committee

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Task 2: Contact City Council for Support

Deadline: July 2009

Who: Charlotte Hadwiger

Resources Needed: Visual assessment from stakeholders and city officials and commitment from committee to work on project

Details: Must request to be placed on City Council agenda prior to publication of meeting agenda

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Task 3: Determine Location of New Signs

Deadline: July 2009

Who: Sign Committee

Resources Needed: Input from stakeholders, landowners and city officials in addition to guidelines from Department of Transportation regarding location of signs

Details: Sign committee will delegate members to request information from Department of Transportation for guidelines regarding placement of signs. Sign committee will delegate members to contact landowners for permission to place signs on their property.

---

Task 4: Determine Design of New Signs

Deadline: August 2009

Who: Sign Committee, stakeholders and city officials

Resources Needed: Input from sign committee, stakeholders and city officials

Details: Committee will review various types of signs and then will e-mail out proposed sign designs to stakeholders, city officials, and sign committee members for comment and selection of sign design

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Task 5: Contact Contractors for Bids

Deadline: September 2009

Who: Sign Committee

Resources Needed: Sketches of proposed signs

Details: Selected design will be submitted to contractors with a request for bids

Task 6: Select Contractor

Deadline: October 2009

Who: Sign Committee

Resources Needed: Contractor bids

Details: Sign Committee will meet and select a contract based on bids submitted

---

Task 7: Complete Application with Department of Transportation

Deadline: October 2009

Who: Charlotte Hadwiger

Resources Needed: Location(s) of sign site(s), landowner information, physical description of sign(s), and zoning and commercial/industrial qualifications

Details: Charlotte Hadwiger will obtain required information from committee and submit application for sign registration and permit with \$100 fee to the Department of Transportation for approval for each sign

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Task 8: Schedule Fund Raising Drive

Deadline: December 2009

Who: Sign Committee

Resources Needed: Committee members, stakeholders, and city officials

Details: Sign Committee will mail out letter to stakeholders and civic groups requesting donations to fund the construction and placement of signs.

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Task 9: Construction of Signs

Deadline: May 2010

Who: Contractor selected to construct signs

Resources Needed: Contractor will supply resources

Details: Contractor will construct signs according to specifications

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Task 10: Sign Dedication

Deadline: June 2010

Who: Stakeholders, state officials, city officials, civic groups, and the public

Resources Needed: Invitations and an advertisement in the newspaper

Details: Sign Committee will mail out personal invitations to stakeholders, state officials, city officials and civic groups. Sign Committee will place an invitation to the public for the sign dedications in the local newspaper.

# Individual Action Plan

**Name:** Justin Haid

## Individual Action Plan

**Name:** Tiffini Lyda  
**Community:** Weatherford, OK  
**Project:** Blues/Arts Festival  
**Projected Completion Date:** June 2009

### **Assessment:**

Chamber of Commerce is seeking additional funding sources.  
The Community's Strategic Planning process has indicated a community desire to focus on tourism.  
The Weatherford Car Show faces competition from surrounding opportunities and needs something to distinguish their show from others along Route 66 in Western Oklahoma.  
The Arts Festival committee has disbanded and Weatherford will not have an art show in 2009.  
The Community's Strategic Planning process has included a discussion of the community's desire to continue being progressive and promote arts in our area.  
Vendors have contacted the Weatherford Area Chamber of Commerce expressing a desire to rent space for the car show, if attendance can be increased.

### **Plan of Action:**

Task 1: Obtain approval to proceed from the Weatherford Chamber of Commerce Board

Deadline: April 9, 2009

Who: Tiffini Lyda

Resources Needed: Information on costs and revenues associated from previous arts festivals.

Details: The Chamber board will need to agree that adding blues bands and art to the car show has the potential to increase attendance at the car show and will add value to the event, rather than detract from the car show.

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Task 2: Meet with the Car Show Committee

Deadline: April 2009

Who: Tiffini Lyda

Resources Needed: Executive Director of the Chamber of Commerce, the Mayor, the President of the Chamber of Commerce

Details: A business case will be made to convince the group that incorporating music and art into the car show will improve profitability and sustainability of the event.

---

Task 3: Marketing

Deadline: May 2009

Who: Tiffini Lyda, Marie Hanza

Resources Needed: Ok Dept. of Tourism, SWOSU PR department, SWOSU ED department, Mayor, Hotel/Motel Tax Committee, Car Show committee members, former members of the Arts Festival Committee

Details: Vendors will be confirmed to participate, the Weatherford Chamber commercial will be modified to include information on this event, the commercial will be aired in the Oklahoma City market, joint efforts with the Ok State Dept. of Tourism will be used to market the event in nearby states, the hotel/motel tax committee will market event using their members' resources, other marketing procedures in place by the current committee will be expanded to include the new attractions.

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Task 4: Logistics

Deadline: May 2009

Who: Tiffini Lyda

Resources Needed: City of Weatherford, Hotel/Motel Tax Committee, Weatherford Area Chamber of Commerce, Benchwarmers Grill, Mainstreet merchants

Details: The City of Weatherford will provide parking and security, which will be more comprehensive than that required for the car show as a stand alone event. The Hotel/Motel Tax committee members and Chamber of Commerce board members will coordinate concessions, vendors, tickets, etc. Benchwarmer's Grill and mainstreet merchants will work on logistics for band to play outside Benchwarmer's and for art to be displayed during the Friday night "drag."

## Individual Action Plan

**Name:** Stacy McNeiland

**Community:** Edmond, OK

**Project:** Community Clean Sweep

### Assessment:

Besides the annual “pick up trash on our streets” effort, there isn’t a community oriented cleaning project for dilapidated areas of Edmond.

Edmond Chamber has a great resource of volunteers with Keep Edmond Beautiful and the Recycling Center.

With help from the assessment team of the Chamber, four areas were identified as being the most dilapidated “eye-sores” of the community.

### Plan of Action:

Task 1: Locate funding

Deadline: February 1, 2009

Who: Stacy McNeiland

Details: The Edmond Chamber and Edmond Economic Development Authority agreed to sponsor this effort to include the donation of:

- Postcard printing/mailing to volunteers
- Refreshments at initial, and follow up meeting
- Use of conference room/facilities at Edmond Chamber.
- The local Home Depot in Edmond, OK has agreed to lend this committee the following:
- Necessary tools for minor renovations (rakes, shovels, paint brushes, lumber)
- Up to 20 gallons of one color paint
- Up to \$400.00 of greenery and shrubs

Task 2: Form a Committee

Deadline: April 2009

Who: Stacy McNeiland

Details: Obtain volunteer list and create postcard/invitation to first meeting. Explain the effort in the postcard and follow up with a personal phone call to create buzz.

Task 3: Committee Meeting

Deadline: May 2009

Who: Stacy McNeiland

Details: Meet as committee and discuss four areas of possible renovation. Have committee vote on desired area to clean and discuss options for renovation. Vote on members to serve as leaders of various areas of the project (i.e. Clean up, Take Away, Painting, and Planting) and so on.

Task 4: Actual Renovation/Clean Sweep

Deadline: June 2009

Who: McNeiland and Committee Leaders

Details: Be sure to invite media for pictures!

Task 5: Celebration

Deadline: July or August 2009

Who: McNeiland and committee

Details: Celebration of our successes and discussion of next project and more funding opportunities.

## Individual Action Plan

**Name:** Ann Miller

**Community:** Ada, OK

**Project:** RelocAda Campaign – Use YouTube and other social networking programs to attract new professionals to the Ada area.

**Projected Completion Date:** March 2010

### Assessment:

Ada has more open jobs than people

Our local companies have identified over 1,000 jobs that would be created in the next 5 years if there were people to fill these positions

### Plan of Action:

Task 1: Form a Creative Committee and Develop Basic Marketing Strategy

Deadline: July 2009

Who: Ann Miller

Resources Needed: Creative people who enjoy living in Ada

Details: A request will be sent out to creative people in the community that would be able to help develop the overall marketing strategy and the basic message of this campaign.

---

Task 2: Implement Basic Marketing Strategy

Deadline: August 2009

Who: Ann Miller and Creative Committee

Resources Needed: Video camera and equipment, Technical expertise, Professionals who want to talk about how living and working in Ada is a great opportunity

Details: The basic campaign will consist of creating generic video segments about why Ada is a wonderful place to live and work. Emphasis shall be placed on those professionals that have relocated and/or returned to Ada from somewhere else in the country.

---

Task 3: Launch a RelocAda Website

Deadline: August 2009

Who: Ann Miller and Creative Committee

Resources Needed: Web expertise, Computer and software

Details: The website needs to be launched at the same time as the YouTube videos, so that interested parties can find additional information about Ada, Ok

---

Task 4: Create a Business/HR Committee

Deadline: December 2009

Who: Ann Miller

Resources Needed: HR Department Heads for the Larger businesses in Ada that need additional employees in the next few years

Details: This committee will develop specific videos and marketing materials to attract the specific types of employees that are in the highest demand in Ada, Ok

---

Task 5: Launch Company Specific Campaigns

Deadline: March 2010

Who: Ann Miller, HR Committee, Creative Committee

Resources Needed: Video camera and equipment, job profiles, company information

Details: The second wave of YouTube campaigns will be launched featuring specific businesses and their job openings. Videos will include a link to the company's online hiring site as well as the RelocAda website.

Depending on the success of the YouTube campaign, additional marketing avenues, including but not limited to billboards and radio ads in the cities with high unemployment and high cost of living will also be explored.

## Individual Action Plan

**Name:** Kristy Philippe  
**Community:** Guymon, OK  
**Project:** City Entry Signage  
**Projected Completion Date:** August 2009

### **Assessment:**

No Entry signs to City of Guymon  
Convention and Tourism budget had been allotted for 2 years for signage  
4 major entry routes into City of Guymon

### **Plan of Action:**

Task 1: Re introduce ideas and past efforts to new Convention and Tourism present board.

Deadline: August 2009

Who: Kristy Philippe

Resources needed: old minutes from past meetings, old files, old renderings of signage from former project

Details: A meeting was held, all past information was updated to new Convention and Tourism Board. Decisions were made to move forward on project that money was still allocated towards project.

---

Task 2: Investigate/Research new signage for City of Guymon. Contact Department of Transportation to set up meeting time to determine locations for signage.

Deadline: August 2009

Who: Kristy Philippe

Resources needed: Jimmy Shirley, ODOT. Internet and telephone are needed to find new companies to bid signage.

Details: Meet with ODOT to determine locations and file for landscaping agreements. Get bids from several companies to present to Convention and Tourism Board to agree on cost and visuals.

---

Task 3: Present locations and new costs/ visuals to Convention and Tourism Board

Deadline: August 2009

Who: Kristy Philippe

Resources needed: Copies of bids from different sign companies and maps from ODOT on locations

---

Task 4: Get an agreement on design on signage and from Convention and Tourism Board.

Deadline: August 2009

Who: Kristy Philippe

Resources needed: At monthly board meeting, allow for board members to agree on company for purchase as well as details of signs.

---

Task 5: Preparation of sites

Deadline: August 2009

Who: Kristy Philippe

Resources needed: meet with city workers as well as sign Company to meet specs to get sign locations ready for delivery

---

Task 6: Delivery of signs

Deadline: August 2009

Who: Kristy Philippe

Resources needed: City workers, sign company

Details: Sign company will deliver signs to be set in cement when the rendering is complete.

## Individual Action Plan

**Name:** Eddy Red Eagle

## Individual Action Plan

**Name:** Kelly Rice  
**Community:** Grove, OK  
**Project:** Grove Welcome sign/flowers/plants  
**Project Completion Date:** Spring 2010

### **Assessment:**

No visible welcome sign coming into Grove

### **Plan of Action:**

Task 1: Verify with town of Grove the potential location of welcome sign, flowers, plants, for approval.

Who: Kelly Rice

Resources needed: City Administrator and city council

---

Task 2: Find adequate trees, plants for soil location.

Deadline: June 2009

Who: Kelly Rice

Resources needed: PSO Forestry Department and supervisor

Details: Request Forestry Dept to check location on what annuals, plants, and trees would grow in the area.

---

Task 3: Find masonry workers.

Deadline: July 2009

Who: Kelly Rice

Resources: Check local builders/or possibility of grant needs

Details: Check on costs, or possible In-Kind work on making a brick welcome sign/check costs of lettering for signage/or check grant availability through local agency.

---

Task 4: Request In-kind Donation for flowers, trees, plants from PSO Forestry Dept, and assistance for planting.

Deadline: Forestry approval on date.

Resources: PSO Forestry Department, Grove Boy Scouts

Details: Check to see if Grove Boy Scouts are interested in working on any badges that may want to assist under PSO Forestry supervision in planting flowers and plants.

---

Task 5: Check on masonry worker availability/or grant application.

Deadline: July 2009

Who: Kelly Rice

Resources: Discuss with local builders.

Details: Confirm availability of masonry worker, or check on grant application.

---

Task 6: Upon approval of PSO, local contractors and/or grant approval, begin signage process.

Deadline: August 2009

Resources: Signage company, local builders and/or grant agency

Details: Verify all parties can start these tasks.

---

Task 7: Masonry job and signage completed.

Deadline: October 2009

Who: builder/masonry, sign maker

Task 8: Finish project with plants, flowers, trees

Deadline: Spring 2010

Who: PSO Forestry Department, local area Boy Scouts

Details: Timeline dependent on when plants should be planted.

## Individual Action Plan

**Name:** Jamie Smith

**Community:** Midwest City, OK

**Project:** Indoor recreation building (soccer arena or paint ball arena). (very large vacant building with sufficient parking for large crowd) Also, vacant buildings are next to Monroney Junior High, part of the target audience. This will provide year-round facility for soccer or paintball.

**Project Completion Date:** June 2010

### **Assessment:**

Two large retail stores sitting vacant

Need for family activities

Can draw kids/families from Mid Del, Choctaw, Spencer areas

### **Plan of Action:**

Task 1: Meeting with city planner

Deadline: June 2009

Who: Jamie Smith

Resources Needed: knowledge of owners of property

Details: meet with city staff to find out plans for vacant buildings. Check zoning for property. Find value of property

---

Task 2: Contact indoor soccer and/or paintball associations

Deadline: September 2009

Who: Jamie Smith

Resources Needed: city officials, interested associations

Details: Find interested associations that will consider purchasing and opening an indoor field for soccer or paintball

---

Task 3: Take to city council for support of project

Deadline: December 2009

Who: Jamie Smith/association party

Resources Needed: plan for project to present to the city council

Details: Take plan of action to council to show who in the community will be served

---

Task 4: Turn over to association to complete the indoor facilities.

Deadline: February 2010

Who: Jamie Smith

Details: Association will complete this task to set up the indoor arena and open up to the public.

## Individual Action Plan

**Name:** Sue Thurston

**Community:** The City of The Village, OK

**Project:** City Tutoring Program

**Projected Completion Date:** Project will be planned to be continual

### Assessment:

Six schools are located in The City of The Village, with test scores ranging from high to low; Research indicates if children learn to read well by the second grade, their scholastic abilities will increase and be enhanced throughout their school experience.

### Plan of Action:

Task 1: Bring tutoring plan before the council to ask for their involvement;

Deadline: April 28, 2009

Who: Sue Thurston

Resources Needed: A detailed plan with dates and planned promotional events to present to council, and a few committed individuals to indicate the validity of the program to governing body.

---

Task 2: Form a Committee

Deadline: May 30, 2009

Resources Needed: Representatives from parents, teachers, governing body officials, citizens, and members of professional organizations who will be involved;

Who: Sue Thurston

Details: E-mail addresses and other contact information of volunteers; Professional reading specialists and school service employees to train the tutors; a planner to assist scheduling the training. Contact information of involved teachers and school administrations; Personal invitations will be issued to citizens within the community, and professional groups outside the community, who are interested in involvement in the tutoring program. The council and city involvement will be advertised to entice others to join, and to garner the attention of parents of school age children throughout the surrounding cities.

---

Task 3: Train the tutors

Deadline: June 30, 2009

Resources Needed: A coordinated training schedule of specialists and volunteers.

Who: Sue Thurston to coordinate; all specialists and participants in agreement;

Details: Specialized training on methods of instruction and structure of sessions; the cooperation of the six schools administrations for providing students and a schedule for tutoring. Signed permission forms from all students.

---

Task 4: Roll out at schools

Deadline: August or September (early in school year)

Resources Needed: Governing body participants and other volunteer tutors; Local newspaper for pictures; school administration personnel; children;

Details: First tutoring session utilizing input of local governing body for kick-off; news releases for advertising.

---

Task 5: Testing

Deadline: Will depend on school administrative procedures

Resources Needed: Schools: A compilation of scores and grades for comparison purposes of pre-tutoring and post-tutoring;

Details: Will be an on-going process lasting throughout several years. Will improve educational process and experience; will entice young people and parents to locate in the City of the Village.

## Individual Action Plan

**Name:** Angela Ulsaker

**Community:** Kingfisher, OK

**Project:** Recycle Kingfisher

**Projected Completion Date:** June 2010

### Assessment:

Only recycle project are newspaper bins

After several visits with City Officials, recycle project is much needed for community and is wanted by in the community

### Plan of Action:

Task 1: Form a Committee

Deadline: June, 2009

Who: Angie Ulsaker

Resources Needed: Several key community leaders

Details: A request will be sent out to key members of the community who would assist in Kingfisher recycling. Information on recycling will be distributed and dates set for goal completion. Committee will investigate more and glean additional information.

Task 2: Recycle Committee Formed

Deadline: August, 2009

Who: Angie Ulsaker

Details: After review of information, committee will present to city officials and steps/ actions to take.

Task 3: Recycle Committee

Deadline: October, 2009

Who: Angie Ulsaker

Task 4: Recycle Committee

Deadline: December, 2009

Who: Angie Ulsaker

Resources Needed:

Details:

## Individual Action Plan

**Name:** Alba Weaver

**Community:** Oklahoma City, OK

**Project:** Branding campaign for City of Woodward and Woodward Industrial Foundation

**Projected Completion Date:** June, 2010

### Assessment:

The Woodward economy suffered a crash in 1982 as the result of poor agricultural markets, and the collapse of the oil and gas industry. In 2003, Florida Power & Light's subsidiary, FPL Energy, and the Oklahoma Municipal Power Authority, began commercial production of electricity generated from wind turbines constructed seven miles north of Woodward. Later, the addition of OG&E's Centennial Farm added even more to the renewable energy landscape of Woodward. Today, Woodward is once again enjoying an economic boom. New hotels and restaurants are being constructed, profits from sales taxes are increasing, and new residents are making a home in their increasingly diverse community.

The City of Woodward has grown to a population of nearly 15,000 and, as the county seat, serves as a commercial hub for 70,000 area residents. Through the last 121 years, Woodward continues to beat insurmountable odds in the land of storms, sand, and sage. The City of Woodward, Oklahoma, has stood witness to gun fights, the land rush, the emergence of the cattle industry, the coming of the railroads, natural disasters, the birth of the Oklahoma Oil Industry, both good economies and bad, and now the boom of the wind energy industry. An enduring spirit and a lasting memory of the sacrifices made by the pioneers before them certainly lives on, and current leadership is eager to capitalize on the diversity that Woodward offers for generations to come. By rebranding their community and riding this upcoming "tsunami" in renewable energy, they want to position themselves to move forward in making Woodward a better place for prosperity, by highlighting their diverse energy assets.

### Plan of Action:

Task 1: Host 2 Focus group meetings

Deadline: January 2009

Who: Alba N. Weaver/Susan Harkness

Resources Needed: Community Leaders and stakeholders.

Details: An invitation was sent and meeting schedule for brainstorming session.

---

Task 2: Summarize notes and outcomes to define possible tag lines and logo ideas, and priority of project publications.

Deadline: January 2009

Who: Alba N. Weaver

Resources Needed: Time

Details: Completed.

---

Task 3: Identify graphic designer that can start work on publication for Industrial Authority and share and review brainstorming session notes and outcomes.

Deadline: January, 2009

Who: Alba N. Weaver

Resources Needed: Financial commitment from Partners to move ahead with the project

Details: Meetings were held with project stakeholders to secure financial commitment.

---

Task 4: Hire photographer to do a Woodward photo shoot of wind farms and energy related sites.

Deadline: January, 2009

Who: Alba N. Weaver  
Resources Needed: \$2,000.00  
Details: N/A

---

Task 5: Have copy of text needed for Woodward Industrial Authority's brochure to graphic designer to ensure printing of brochure by end of March  
Deadline: February 6, 2009  
Who: Alba N. Weaver /LaVerne Phillips  
Resources Needed: time  
Details: Hold meeting with graphic designer to go over everything.

---

Task 6: Set meeting with City Manager to determine time lines for the City's Branding campaign.  
Deadline: June 2009  
Who: Alba N. Weaver , facilitator  
Details: Individuals required at meeting: City Official, Director of Conventions and Visitors Bureau, Woodward Industrial Authority officials.

---

Task 7: Schedule second photo shoot  
Deadline: June 2009  
Who: Alba N. Weaver  
Resources Needed: Photographer and Director of Conventions and Visitor Bureau for site selection.  
Details: N/A

---

Task 8: File Trademark paper work for Branding logo and tag lines, if needed.  
Deadline: TBD in 2009  
Who: Alba N. Weaver  
Resources Needed: Time applications and filing fee cost.  
Details: N/A

---

Task 9: Determine text copy for publications  
Deadline: June, 2009  
Who: Michele Hale  
Resources Needed: Notes from focus session to determine what needs to be highlighted, information on new parks and the sales tax bond that was passed early in the year.  
Details: Michele will get with graphic designer for copywriting and editing.

## Individual Action Plan

**Name:** Shaunda Webb

**Community:** Boswell, Ok

**Project:** Famer's Market

**Projected Completion Date:** May 1, 2010

### **Assessment:**

No such market in Boswell or surrounding area for local farmer's to sell products or consumers to be able to purchase locally grown produce.

Local government has location for the market

Approximately 1300 residents in Boswell and surrounding communities within a 15 mile radius. With several interviewed the favorable reaction was 90% given by those surveyed

### **Plan of Action:**

Task 1: Form a Committee

Deadline: June 1, 2009

Who: Shaunda Webb

Resources Needed: City Officials, Business owners, local Farmers

Details: Written description of proposed project will be sent to all who may be interested.

---

Task 2: Meeting with interested parties.

Deadline: June 30, 2009

Details: Present proposal and select a committee

---

Task 3: Have location approved by the city

Deadline: September 1, 2009

Details: Committee and city meet and finalize the details of approval for location.

---

Task 4: Fund Raiser

Deadlines: January 1, 2010

Details: Have funds raised as well as in kind items in place to start the construction of a small cover for the Market.

---

Task 5: Implementation

Deadlines: April 1, 2010

Details: Have site essentially complete and ready for business. Grand Opening to be set for May 1, 2010.

## Individual Action Plan

**Name:** Stephanie Wnetrzak

**Community:** Enid, OK

**Project:** City of Enid Municipal Government Week

**Project Completion Date:** March 2009

### **Assessment:**

Enid Community does not trust local government. There is strong animosity towards elected officials. There is a need to encourage our high school students to not be afraid or negative toward city government and teach them ways they can become involved and make a difference in issues that matter to them.

### **Plan of Action:**

Task 1: Proclamation read at March 3, 2009 City Commission Meeting

Deadline: February 17, 2009

Who: Stephanie Wnetrzak, City Clerk Office

Resources Needed: City staff, assistance in writing proclamation

Details: Create a proclamation declaring the first week of March Municipal Government Week. Have City Mayor read it at the March 3rd City Commission Meeting.

---

Task 2: Essay Contest "If I Were Mayor"

Deadline: February 27, 2009

Who: Stephanie Wnetrzak, Enid School System

Resources Needed: Schools (teachers, students, parents), Judges

Details: Winners get to sit in on LIVE City Commission Meeting March 3, 2009. Are recognized by the City Commissioners and Mayor. Receive gift certificates, goody bags.

---

Task 3: Mock City Commission meeting

Deadline: March 4, 2009

Who: Stephanie Wnetrzak, 3 area High School Principals, 3 students from each area High School, public to participate in event

Resources Needed: Create an agenda with teen specific items

Details: High School students will act as City Commissioners/Mayor and work through an agenda designed for them. Public will act as naysayers.

---

Task 4: Brown Bag Lunch

Deadline: March 5, 2009

Who: Stephanie Wnetrzak, City Staff, Public, and High School Students

Resources Needed: Room at Conference Center, City staff attend to answer questions

Details: Public and High School students bring their lunch and ask questions about City Government. City Commissioners, Mayor, City Manager, various city department heads answer questions.

---

Task 5: Highlight books about municipal government at the Public Library

Deadline: Week of March 2-6, 2009

Who: Enid Public Library

Resources Needed: Pull collection of municipal government related books from shelves.

Details: Table in the library highlighting municipal government.

Task 6: Public Service Announcements

Deadline: End of February 2009, to run through March 2009

Who: Stephanie Wnetrzak, City Staff

Resources Needed: Create PSA about upcoming events, what municipal government is, how to learn more.

Details: Air on local radio stations, PEGASYS, as newspaper articles.

---

Task 7: Create workbook for future years

Deadline: End of March 2009

Who: Stephanie Wnetrzak

Resources Needed: Organize files, contacts, and steps taken to plan Municipal Government Week 2009.

Details: Have file ready for future celebrations. Next person to plan events won't have so much ground-work to cover.

## Individual Action Plan

**Name:** Harolynn Wofford

**Community:** Hugo, OK

**Project:** Planters/pots in downtown area

**Projected Completion Date:** initial phase will be complete and in place by April 2009

### **Assessment:**

Need to beautify downtown

Make attractive for tourists/hometown people

\$4,000 committed for project start up

Donation of first two large pots & soil, plants, etc.

### **Plan of Action:**

Task 1: Form a Committee

Deadline: January 2009

Who: Harolynn Wofford, chair of beautification committee for chamber

Resources Needed: other committee members, city manager and council, industrial board, local business leaders, volunteers from other civic groups.

Details: speakers have garnered support by talking to local civic and community groups and businesses.

---

Task 2: Plan the project

Deadline: February 2009

Who: Chamber beautification committee

Resources Needed: chamber committee members, chamber board, city officials, civic leaders.

Details: Beautification committee has gathered information, made a plan of materials needed, cost estimates, on-going maintenance plan. Get approval from chamber board for project.

---

Task 3: Get the project started

Deadline: March 2009

Who: beautification committee, local businesses, volunteers, city leaders.

Details: Get commitments from local businesses for funds, get buy in from chamber board and city, get local merchants involved, do 2 sample pots for project display. Get rest of pots ordered, materials bought, tools and equipment located.

---

Task 4: Get 8 more pots located and finished

Deadlines: April 2009

Who: Beautification committee, paid helper, chamber board, volunteers, city leaders, civic clubs.

Details: get 8 pots located downtown, soil, peat, etc. in pots, flowers and shrubs planted and watered.

---

Task 5: Have dedication ceremony

Deadlines: May 2009

Who: Beautification committee and chamber board, city officials, civic leaders, volunteers, and anyone connected to the project.

Details: Have a dedication ceremony downtown, local press there for pictures for paper, write up for paper explaining the project and how it was started, funded, and the success achieved and who was involved.

Task 6: On-going maintenance

Deadline: continuing

Who: Beautification committee, paid helpers, volunteers

Details: On-going maintenance required will be weeding, watering, fertilizing, trimming, and replacing dead flowers and all flowers seasonally.

We are acquiring a donation of a golf cart to be used for this project. It will be our “maintenance wagon: on which the paid helper will be able to haul tools, materials, pots, flowers, etc. for project and continued maintenance. The first 2 pots were donated by a local businessman and we will plant those first as a sample for the community to see. They will be located near his business and across from the chamber office, so that visitors can view them. Soil and peat will be donated by a local business. Funds have been donated for our start up money. Many hours of volunteer labor by committee and other volunteers will be required to get this project accomplished and keep it maintained. We feel it will beautify our downtown, hopefully instill some pride in our community and offer a beautiful facade for tourists and visitors to our town.