

Project Mission and Vision Development

A Project 20/20 Leadership Meeting

January 25, 2008

United Way, 7:30 a.m.



Present: Kim Andrews, Erv Brinker, Talia Champlin, Randall Champlin, Pete Christ, Mark Crawford, Carla Dearling, Karl Dehn, Sonja Dotson, Teresa Durham, Fr. Chuck Fischer, Alicia Freudenburg, Cathy Jewell, Dale Kimball, Reggie LaGrand, Mike Larson, Bob Long, Mac McCullough, Eric Morris, Chris Sargent, Diane Thompson, Sanita Virgil, Wayne Wiley

Membership Roster

Copies of the initial Membership Roster were distributed, along with a list of new contact names submitted at the previous meeting. Members were asked to provide feedback on their own contact information as well as any others they may have. Any updates or additions may be forwarded to Alice.

New Project Name and Mission/Vision Statement

The name *Project 20/20* was presented as representing two connections: The clarity of sight and our ability to see where and how to apply positive change, as well as looking toward the future, as in the year 2020. The sub-title, *Informing and Engaging Battle Creek Area Citizens*, was explained as intending to add information about what the project was about. The reference to *Battle Creek Area* was desirable to make the connection to Battle Creek but not make it exclusive to the City of Battle Creek. The reference to *Citizens* was explained as intending to represent both individuals and organizations. The updated Mission and Vision Statements were then reviewed.

Following the presentations, attendees broke into smaller groups and discussed their reaction to the name and statements. Each group then provided feedback. The themes were: The name Project 20/20 was widely accepted. The reference to *Citizens* was viewed as being too exclusive of those in the community who won't see themselves in that label, such as Japanese executives working in Ft. Custer, etc. It was also felt that the reference to *Citizens* would have required the use of a definition, since it was not easily understood to mean both individuals and organizations. There was a common desire to see the mission and vision shorter and more concise. The group felt that there were important details within the statements that might be better served by creating a Core Values Statement.

There was agreement that keeping the name, mission and vision simple was desirable and would make it easy to talk about it.

Following the discussion, a show of hands supported the following:

PROJECT 20/20
Informing and Engaging the Battle Creek Area

Mission Statement: We work together to champion ideas that move this community towards excellence

Vision Statement: People choose to live, work and invest in the Battle Creek Area.

Core Values:

- *Respect for individuality*
- *Personal responsibility for creating a vibrant community*
- *Independent local leadership*
- *Broad diversity of perspectives*
- *Results-driven action*
- *Boundry-spanning initiatives*
- *Promoting business, education, health, leisure & service*

Phase I – Project Plan

The discussion surrounding the name, mission and vision provided confirmation of what the larger project will represent throughout the three phases. We then moved forward with looking at what the first phase would be.

Alice reviewed the definition of Phase I – Getting on the Same Page, and what the expected outcomes are. A handout of the draft Deliverables Timeline was distributed and the strategies for achieving the outcomes were shared. This was a lot of new information that begins to lay the foundation of what the next steps will be. In July, we will look closer at key strategies that will need focus first.

Other Topics

The 20-minute discussion exercise early in the meeting was productive and was our first attempt at promoting this type of interaction of members. The group discussed what would have made the experience more effective and it was agreed that the meeting room needed to be larger and set up differently. It would be desirable for us to have multiple small tables of 4 or 5. Options for changing the meeting location will be researched by the Advisory Committee.

The next Monthly Group Leadership meeting is July23, 7:30 – 9:00 at the United Way Board Room or alternate location. A notice and agenda will be distributed prior to that meeting.

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