

Working Together Forum

2006 – 2007

Report

Indiana, Pennsylvania

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Introduction

For the past decade community leaders have engaged in a process of “working together.” This forum is more than a town and gown meeting. It is a series of collaborative workshop sessions designed to identify, clarify and prioritize areas of needed improvement in our community. Once consensus is reached, participants create a plan of action to address mutual concerns in our “Communiversality.” We are committed to “working together” and we welcome your input.

Sponsors,

Dr. Tony Atwater, President
Indiana University of Pennsylvania

Mr. John Dolan, Chairman
Indiana County Chamber of Commerce

Participants

First Name	Last Name	Organization
John	Armstrong	Attorney
Dr. Tony	Atwater	President, IUP
Lynn	Barger	IUP
Nancy	Bierwerth	Welcome to Indiana
Tara	Binion	Borough Council
Dr. Robert	Boldin	IUP
David	Burdette	VP, IUP
Dr. Robert	Camp	Dean, IUP
Dr. Deborah	Clawson	Superintendent, IASD
Jason	Colinette	ICCC
Dr. Robert	Davies	VP, IUP
Patty	Evanko	Commissioner
George	Evans	Borough Council
David	Frick	Commissioner
Carol	Fry	ICTC
Ken	Gabler	Borough Manager
Robin	Gorman	IUP, Facilitator
Linda	Gwinn	Blairsville Improvement Group
Tim	Harley	Jimmy Stewart Museum
Dana	Henry	ICCC, Facilitator
Claire	Hogan	Borough Council
George	Hood	Mayor
Michael	Hood	Dean, IUP
Jackie	Jacobs	Borough Council
Dr. Nicholas	Kolb	Dean, IUP
Dr. Rhonda	Luckey	VP, IUP
Bob	Marx	IUP
Gail	McCauley	White Township Supervisor
Tim	McQuaide	President, Downtown Indiana
Frank	Moore	Welcome to Indiana
Jimmy	Myers	Director, SECE, IUP
Ron	Nocco	Congressman Shuster's Office
Jim	Palmeri	IUP-TV
Penny	Perman	ICTCB
Jeff	Raykes	ICOPD
Sherry	Renosky	ICTCB
Rod	Ruddock	Chair, Commissioners
Ellen	Ruddock	Consultant, Facilitator
Dr. Cheryl	Samuels	VP-Provost, IUP
Patti	Simmons	United Way
Susie	Sink	IUP
Ashley	Stack	Rep. Reed's Office
Byron	Stauffer	ICOPD
Dr. Richard	Thorell	Borough Council
Jim	Wiley	ICDC
Dr. Carleen	Zoni	Dean, IUP

Abbreviations

ABEL	Alliance for Business and Education Leadership
BECS	Bureau of Employment and Career Services
DA	District Attorney
DCED	Department of Community Economic Development
DCNR	Department of Conservation and Natural Resources
DGS	Department of General Services
HS	Human Services
HUD	Department of Housing and Urban Development
IASD	Indiana Area School District
ICCC	Indiana County Chamber of Commerce
ICDC	Indiana County Development Corporation
ICOPD	Indiana County Office of Planning and Development
ICTC	Indiana County Technology Center
ICTCB	Indiana County Tourist and Convention Bureau
IT	Information Technology
IUP	Indiana University of Pennsylvania
KCAC	Kovalchick Convention and Athletic Center
Org.	Organization
PASSHE	Pennsylvania State System of Higher Education
PennDot	Pennsylvania Department of Transportation District 10
PHMC	Pennsylvania Historic and Museum Commission
SECE	Social Equity and Civic Engagement
SHRM	Society of Human Resource Management
UGRR	Underground Railroad
VP	Vice President
WIB	Workforce Investment Board

Working Together Forum

Mission Statement

**Communiversality Leadership Collaborates for Honest, Inclusive
Communication**

**Definition – Communiversality
is
Investment
Commitment
Engagement
Empowerment
of the Region's Resources**

September 18, 2006

WORKING TOGETHER REPORT 2006-07

Strengths

Dedicated local leadership
One united voice
Creative talents and diversity
International draw
Workforce
Dynamic Women
Diverse cultural background (untapped)
Quality education (school systems)
Wealth of support groups (voluntary)
Coal and gas reserves
Generous and unified
Wide range of education available
New + old = good
Vision
Solid foundation in place
Out of the ground up
Airport
Intellectual and technological assets
University community synergy
Friendly people (safe community)
Communications network
Natural resources (Mainline Canal, Chestnut
Ridge, above ground resources, agriculture, rivers
and streams)
Affordability
Available arts outlets
Social service agencies (successful)
Metro accessibility
Positive attitudes and commitment
History appreciation
IUP/IRMC partnership
Work ethic (positive)
Looks good!
KCAC
Cooperation
Legislative support
Ability to bounce back

Financial institutions
Improved environment
Recreation
Sense of place
Heritage (founding mothers and fathers)
IUP student volunteers
Care
Good to come home
Working public/private relationships
Quality infrastructure
Willing to take risks
IUP! (forward)
Family friendly
Healthcare (IRMC)
Healthcare and IRMC
Natural resources above ground
Farming and agriculture
Farming and agriculture
Leisure, recreation, and entertainment
ABEL
Stability vs. Sprawl
Jimmy Stewart
Walkability
Houses of worship (diversity)
Education/police (law enforcement)
Available 2nd floor space
Municipal cooperation
Livability (housing)
Wyotech
Private reinvestment
Public transportation
Senior citizen respect
Private wealth and social conscience
ICOPD
IUP regional planning

Opportunities

Expansion of school districts partnerships w/ IUP
Heritage route creation
Location
Technology
Shopping
Hot Spot (Young people)
Expanded highway infrastructure
Housing rehab
Amish community
Tell the story
Bragging rights

Internal marketing
Elder opportunities
Quality of education
Retention – people
Recreation amenities
Extreme recreation
KCAC/IRMC/(KIZ)/High-tech
E.G.&G. project
Indiana Mall
Destination opportunities

Trends

Aging population
State tax policy
Decline in high school graduation classes
Technology
Growing university
Increase in diversity
Alternate energy sources
Rise of the creative class
Changing view of XYZ generation
International immigration
Retiring population interested in returning to school
Diabetes, cancer, heart, health problems reaching epidemic levels
Public education performance
Exacerbation of crime/drug/addiction/with gambling coming
Suburbanization (sprawl)
Increase in importance of globalization
Rising energy prices
Reduction of funding for human services
Transportation, railroad, trails
Consequence of world religion
Vacationing closer to home
Decrease in manufacturing employment due to global competition
Increasing number of higher education graduates and the skills that go with that for employment
Middle class squeeze and the impact on the support for higher education, how it plays out, funding, student aid, students need two jobs
Changes in culture and economy with regard to terrorism
Energy/terrorism, placing more importance on the local economy
Rise in number of people without health insurance
Increased need for skilled trades people
Increased need for work force development
Increase in health care costs and its impact on employers
Increased commitment to volunteer and serve
Acceptance of formally marginalized groups and realizing their buying power (gay, lesbian, etc.)
Growing polarization between rich and poor
More non-traditional students going back to school and the increased need for daycare
Increased segregation between rich and poor
Privatization of traditional government services
Union's need to stay in line with other countries
Respond to "Golden parachute" for upper management
Increase accountability for all sectors
Crime – locally, heinous and less heinous crimes and drugs and how this impacts government services
Connect impact of services and information industries
More mobile workforce and nontraditional, technology based workforce
Increased concern about organic and local grown food
Decreased traditional to small communities
Increased need for dialogue regarding consolidation, reorganization and mergers to leverage, e.g. government, business, school district, fire departments
Private pension plans collapsing
Increased dependence on government services and funding
Increased interest in green technology
Unhealthy lifestyles – 80% overweight
Need help of state legislature, clearly problematic. We need to affect state legislature
Cost of money. Interest rates, housing, the lack of affordable housing
Recreational trends from students to senior citizens

Aging and overwhelming of infrastructures
Accountability, ethical and responsible journalistic standards
Assistance for family caregivers. Education for roles of family members
Trend toward delayed marriage, smaller family
Continually increasing divorce rates
Stream restoration efforts
Importance of local agriculture
Notion of 24/7 always accessible and how it impacts business
Internet purchases and e-commerce
Large franchises and how they affect small business
E-education at all levels
Dealing with increased population
Loss of agricultural acreage, disease, lack of water
Federal dollars to pay farmers NOT to farm
Increased efficiency in agriculture
Public education or lack thereof (teachers not allowed to do their job because of restraints)
Litigious society
Confusion of values
Decline in community, family belonging
Public/private – philanthropy in higher education
Increased efficiency in local, county, state government and increased accountability for all levels
Ever present role of government regulations
Cong. Murtha issues with infrastructure
Unfunded mandates
Indian Haven, more family care rather than institutionalized care
Failure to recognize strengths and weaknesses of students. College degree is not the answer for everyone
Loss of privacy and information
Skilled and manual labor

Issues and Concerns

From “Welcome to Indiana”, the observation is that there needs to be a County-wide zoning ordinance to set standards for attractive entrances to stores, malls and plazas

Drugs and gangs and how it is affecting every level of society

Working together with community on workforce needs and try to meet them

As we construct our physical environment, make it walkable and bikeable in light of obesity, diabetes, heart disease, cancer epidemic and their related health costs

Address and correct graffiti on all buildings

Increase in personal crime, assaults, etc.

Demographic decline in population

Decrease in Federal/State funding...less staff to do more

Need to value our children. Re: Daycare: reluctance to pay Daycare workers-- need to make it a family-sustaining wage. This applies to Elder Care, as well.

Rural communities should be making the case for state education and state funding

Eastern Orthodox Foundation needs \$9,000/yr. for eldercare vs. \$27,000/yr. to keep inmates at the jail

Prison rights vs. State education

Quality of water, effects of mercury on our water

Social service agencies are experiencing lack of funding for brick and mortar needs. Other funds available are not for facilities or salaries. Some workers qualify for welfare.

Infinite demand for finite tax dollars

Conversion of single family housing into student rentals

Revitalization of our Downtowns throughout the County

Police and fire protection

Skate park and other recreation

Infrastructure, water, reimburse for viable wells and pay them (tax credits) for sacrifice

Replacing aging infrastructure

People leaving the area to shop

Fragmented government authority

Solution for fragmented government authority, need co-ordination

Using student resources, economic, intelligent energy

Directional signage throughout the county

Accommodation for bikes, amenities, racks, storage, showers for bike commuters

Signage - Indiana County has hidden assets

Indiana needs parking for apartments. Students shouldn't have a need for parking.

Traditional neighborhood development vs. sprawl

Fix it First approach, consistent with SPC

Welcome Center that tells everything available in County

Tax incentives for new businesses

Pretty significant drop of student and school enrollment

Continued need for job development

Make Indiana a more student friendly environment

Preservation of neighborhood schools

Areas of Needed Improvement

Drugs/Alcohol/Gangs

Identify and publicize resources in the community for addressing problems of drugs, alcohol, gangs
Increase awareness of all citizens to the vulnerability of our rural community

Communication

Also share the good news
Community event or calendar coordination
Foster a more positive attitude
Communicate, identify, address in a positive manner, leaders are expected to get things done
Recycling is located on the South side of Indiana, difficult for those on the North
Increase civic engagement. What does it mean to be a good citizen?
Is the University represented on Borough Council? Is there a Community committee? (In Homer City there is an advisory member, a non-voting member at council. That person also sits on the school board.)
Improve recognition of people doing good work
Communicate the need to support each other in all community events, i.e., Picnics in the Grove, New Growth Arts Festival, Charity Ball, IUP Homecoming Ball, IUP sports and fine arts/entertainment events

Housing

Cleanup landlord owned buildings
University involvement in all housing
Fraternity housing on Wayne Avenue is unsightly but involved in legal matters
Garbage bags/recycling/landlords
Promulgate, address and correct graffiti on all buildings

Work Force Resources

Community involvement and taking advantage of student resources, sheltered workshop, prison population to get work done
Increase use of Amish population, maintenance resource
Study/examine the impact of rising costs on the work force

Parking

Identify and publicize available parking
Identify and publicize long range plans for improved parking in the community area

Recreation

Identify and publicize all community recreational opportunities
Make environment walkable, bikeable

Plan of Action

Drugs, Alcohol, Gangs

Goal #1: Indiana has established a Community Awareness and Mobilization Program emphasizing prevention and safe community.

A. Benefits/Losses:

Improve security, image, workforce, housing and tourism.

B. Possible Obstacles:

Fear
Community indifference

Possible Solutions:

Public school requirement – “Reality Tour”
Media campaign
Community workshop
Confidential Hotline
Community Drug Watch
Expand drug task force
Support existing social agencies

C. Specific Action Steps for Achieving Goal

Target Date

Individual/Org. Responsible

Completion Date

1. Launch a media campaign	9/07	Bob Marcus, Mike Donnelly, and CDR Shields Drug & Alcohol Task Force	
2. Establish a Community Watch Program for drugs, graffiti	9/07	DA – local municipalities and state police	
3. Mobilize neighborhoods with Crime Watch		DA – local municipalities and state police	
4. Establish a confidential hotline – drug tip line		Drug & Alcohol Task Force and DA	
5. Provide education and awareness for IUP students through Reality Tour		Student Affairs	
6. Provide Town Hall meetings in school districts	4/07		
7. Approval of Superintendents Advisory Board Meeting	3/07		3/23/07
8. School Safety meeting approval	3/07		3/29/07
9. Apply for funding with Liquor Control Board	9/07		

D. Participants:

Nancy Bierwerth
Bob Boldin
Robert Camp

Jason Colinette
Dave Frick

Mayor George Hood
Michael Hood

Frank Moore
Carleen Zoni

Communication

Goal #1: Indiana ensures effective coordination between university and community groups by providing university liaisons/ambassadors to community groups and elected officials.

A. Benefits/Losses:

Increase communication, reduce duplication, share resources, increase civic engagement, and improve relationships.

B. Possible Obstacles:

Possible Solutions:

Lack of organization/manpower

Ambassadors attend meetings providing University news/significant activities

Sharing resources

C. Specific Action Steps for Achieving Goal	Target Date	Individual/Org. Responsible	Completion Date
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- | | | | |
|--|----------|-------------------------------|---------|
| 1. Dr. Atwater to identify specific individuals to attend meetings using Working Together Forum as a start; i.e., IUP VP David Burdette is attending Indiana Borough Council meetings | 12/1/06 | IUP | 1/30/07 |
| 2. Organize quarterly meetings of representatives of each group (Indiana Borough Council, White Township Supervisors, County Commissioners, Welcome to Indiana, Downtown Indiana and others) | 3/31/08 | IUP/ICCC | |
| 3. Encourage IUP cabinet members to attend municipal meetings | 12/31/07 | Dr. Atwater
David Burdette | 4/30/07 |
| 4. Multiple modes of communication – Web, newsletter, brochure and magazine | | | |
| 5. Printed Indiana County newsletter | | | |

D. Participants:

John Armstrong
Tony Atwater
Lynn Barger

Jackie Jacobs
Frank Moore
Jimmy Myers

Ron Nocco
Jim Palmeri
Sherry Renosky

Patti Simmons
Susie Sink

Communication

Goal #2: Volunteers have developed a community-university calendar.

A. Benefits/Losses:

Awareness, increase civic engagement coordinate and create “one-stop” shop for Indiana County events

B. Possible Obstacles:

Maintaining calendar

Possible Solutions:

Web calendar
 Easily accessible to public
 Maintained directly by each organization
 Expanding on ICCC calendar
 Indiana Gazette Printing & Publishing
 Community announcements

C. Specific Action Steps for Achieving Goal

Target Date

Individual/Org. Responsible

Completion Date

1. Ask for volunteer/representatives to establish a task force group - Marketing director with ICCC working with webmaster at Indiana Gazette, IUP and ICCC

ICCC, Gazette and IUP

2. Determine most effective clearinghouse/technology available

ICCC/university group – “Lasting Impressions”/ Gazette

3. Identify organizations that will participate

1/31/06

ICCC/university group – “Lasting Impressions”/ Gazette

4/30/07

4. Ability to research calendar goal

5. ICCC and IUP interns work with organizations

6. Webmaster working with IUP and ICCC

D. Participants:

John Armstrong
 Tony Atwater
 Lynn Barger

Jackie Jacobs
 Frank Moore
 Jimmy Myers

Ron Nocco
 Jim Palmeri
 Sherry Renosky

Patti Simmons
 Susie Sink

Workforce Development Resources

Goal #1: Indiana supports ample workforce options at all levels (labor, training) (service, industrial, professional) (preparations and jobs) for local citizens who choose to stay, work and live in the county.

A. Benefits/Losses:

Stable or growing population
Remedy current underemployment situation (why some people leave)

B. Possible Obstacles:

Unemployment and underemployment statistics in the county
Affordable housing
Declining labor force

Possible Solutions:

Communication among all county/regional, workforce development, stakeholders

C. Specific Action Steps for Achieving Goal

Target Date

Individual/Org. Responsible

Completion Date

- | | | | |
|--|-----------|--|--------|
| 1. Pursue and expand job fairs focusing on local opportunities for high school, college, training enrollees | 12/31/08 | Human Services, IUP, ICTC, Wyotech, ABEL | 3/7/07 |
| 2. Establish a stronger communication system - CareerLink, BECS, ICTC, IUP, legislators, consortia, educators – an initial forum Workforce Investment Board (healthcare, manufacturing, IT, oil and gas, finance, insurance, and real estate | 12/31/208 | ICCC | 3/7/07 |
| 3. Pursue publicity for expanding, emerging, re-emerging employment options in our county; e.g. links on ICCC website, CareerLink, and ABEL | 12/31/208 | ICCC | 3/7/07 |

D. Participants:

Tara Binion
Deb Clawson

Ashley Stack
Carol Fry

Nicholas Kolb
Cheryl Samuels

Byron Stauffer
Jim Wiley

Workforce Development Resources

Goal #2: Indiana attracts businesses, manufacturers, industries, training corporations and related workforce developers to our county.

A. Benefits/Losses:

Increased tax base and additional revenue which will create attractive options for additional developers (shopping, recreation)

B. Possible Obstacles:

Perception of labor-management difficulties in the past
 Tax structure for businesses (state level)
 Code/zoning restrictions compared to other states/regions
 Current wage levels

Possible Solutions:

Communication
 Share resources

C. Specific Action Steps for Achieving Goal

Target Date

Individual/Org. Responsible

Completion Date

1. .Survey most recent workforce companies who chose Indiana County (Why did you choose our county?) Share existing data
2. Survey workforce needs of current employers (What skills, knowledge, habits do you need?)
3. Identify current resources and possible partnerships based upon #1 and #2 answers – ICTC, Career Track, CareerLink, ABEL, public schools, BECS Employment Security, SHRM

Business Retention/Expansion Program Survey, Career Link, ICCC, ICOPD
 CareerLink, Chamber
 Career Link, ICCC

D. Participants:

Tara Binion
 Deb Clawson

Ashley Stack
 Carol Fry

Nicholas Kolb
 Cheryl Samuels

Byron Stauffer
 Jim Wiley

Housing

Goal #1: IUP works with the Borough to establish direction of off-campus housing.

A. Benefits/Losses:

Eliminates excessive numbers of students in rentals.

B. Possible Obstacles:

Legal limitations

Possible Solutions:

Landlord cooperation
 Identify addresses that consistently present nuisances
 Help identify non-students who may be preying on student population

C. Specific Action Steps for Achieving Goal

	Target Date	Individual/Org. Responsible	Completion Date
1. Establish database of students' local addresses where legal to do so. IUP tracking off-campus students	9/30/08	David Burdette Rhonda Luckey	
2. Borough/University meet and share	4/30/07	Ken Gabler Tony Atwater	4/30/07
3. Link disciplinary systems			

D. Participants:

Bob Davies
George Evans

Ken Gabler
Michael Hood

Bob Marx
Jeff Raykes

Housing

Goal #2: Increase the population of communities near 4,000 in population.

A. Benefits/Losses:

Means additional Community Development Block Grant funding for municipalities that achieve populations of 4,000 - \$100,000 per community

B. Possible Obstacles:

Transportation

Possible Solutions:

Increase use of upper floor residential in downtown and other mixed-use areas
 Create new mixed-use (HUD) housing near downtown and other commercial areas
 Better planned bus routes to HUD areas

C. Specific Action Steps for Achieving Goal

Target Date

Individual/Org. Responsible

Completion Date

- | | | | |
|--|--|---------------------------------------|--|
| 1. Create dialogue with municipal leaders | | ICCC, IUP, County | |
| 2. Investigate funding sources to plan and implement | | Main Street, Elm Street organizations | |
| 3. Put tools in place to implement recruitment | | All of the above | |

D. Method of Tracking Progress:

Population data, number of communities with over 4,000 population.

E. Participants:

Bob Davies
George Evans

Ken Gabler
Michael Hood

Bob Marx
Jeff Raykes

Parking

Goal #1: Indiana has successfully moved from street/lot parking to garage parking.

A. Benefits/Losses:

Protect integrity of downtown
 More efficient and economically sound for all participants
 Private/public partnerships
 A must for downtown development

B. Possible Obstacles:

Deciding which site(s) is (are) best
 Securing funding

Possible Solutions:

County/borough property, IUP (state-owned property, private property
 Department of Community Economic Development

C. Specific Action Steps for Achieving Goal

	Target Date	Individual/Org. Responsible	Completion Date
1. Schedule a meeting of interested partners	12/06	IUP/ David Burdette	
2. Investigate and identify funding services (grants, etc.)	2/07		
3. Review outcome of WTW parking study just completed for Indiana Borough	5/07		
4. Review outcome of WTW parking study completed for IUP	5/07		
5. Decide on site			
6. Develop a plan to construct a garage facility			
7. Develop a plan to fund a garage facility			

D. Method of Tracking Progress:

Create a monthly agenda item on the Public Relations Committee of Indiana Borough.

E. Participants:

David Burdette	Bob Marx	Rod Ruddock
Patty Evanko	Tim McQuaide	Dick Thorell
Claire Hogan		

Recreation

Goal #1: Community partners have completed Kovalchick Convocation and Athletic Center - 2010

A. Benefits/Losses:

Increase cultural amenities and quality of life
 Attract new businesses
 Retain existing businesses
 Convention center, 4,000-seat athletic arena/concert hall, auditorium

B. Possible Obstacles:

Financial challenges - \$10 million to raise
 Removal of salvage from site
 Hotels

Possible Solutions:

External financial support (corporate)
 Expedite removal of salvage by Kovalchick
 Design in the works – R.L. Kimball, Elerbee Beckett

C. Specific Action Steps for Achieving Goal

	Target Date	Individual/Org. Responsible	Completion Date
1. Complete land sale	1/07	IUP & KCAC partners	1/07
2. Design to be completed	12/07	R.L. Kimball, Elerbee Beckett	12/07
3. Raise essential funds for state match			12/08
4. Initiate construction of Convocation Center		IUP & KCAC partners	1/08
5. Remediate/IUP/PASSHE		DGS	1/08
6. Kovalchick naming rights approved IUP/PASSHE		IUP Trustees/ PASSHE	3/07
7. Estimated completion - 2010			

D. Method of Tracking Progress:

Kovalchick Convocation and Athletic Center Commission periodic update and reports.

E. Participants:

Tony Atwater
 Linda Gwinn

Tim Harley
 Gail McCauley

Penny Perman

Recreation

Goal #2: Community partners work together to expand physical recreation amenities

County Parks – a bike trail, water trails, hiking

Skate park – in Blairsville and Indiana – for students, residents, all ages

Rivers for kayaking, fishing, creeks, lakes

Jimmy Stewart to be promoted as recreational/opportunities. All historical societies – Saltsburg, Blairsville, Homer City, and Indiana County Historical and Genealogical Society

A. Benefits/Losses:

Health benefits: more active/less drugs/less disease caused by sedentary lifestyles

Quality of life through increased cultural opportunities

Attract jobs through more cultural and recreational activities

Attract tourists, money for retailers to supply equipment/repairs

Retain and attract jobs and youth

B. Possible Obstacles:

Funding
Communication between agencies
Sharing resources

Possible Solutions:

Seek funding
Work with outlying municipalities and core organizations for volunteering and leveraging funds and equipment
County parks and trails
DCED, DCNR, PHMC, PennDot
Promote amenities
Quantify Economic Impact
Build partnerships and awareness
Develop alternative funding
Identify concerns and build support
Use regional, cross county approach
Work with health community

C. Specific Action Steps for Achieving Goal

**Target
Date**

**Individual/Org.
Responsible**

**Completion
Date**

- | | | | |
|--|--|--|---------|
| 1. Apply for funding | | | Ongoing |
| 2. Share resources | | | Ongoing |
| 3. Work with health agencies and promote effectively through data blasts from various agencies | | | Ongoing |
| 4. County planning Greenway Plan, Comprehensive Plan, recreation plan, bike/ped plan | | | 2007 |
| 5. Use existing amenities and natural resources | | | |

D. Method of Tracking Progress:

More attention to existing amenities

More “chatter” about why students locate or stay because of increased development of recreational opportunities

E. Participants:

Tony Atwater
Linda Gwinn

Tim Harley
Gail McCauley

Penny Perman

Recreation

Goal #3: Indiana County supports and expands cultural opportunities through tourism and the arts.

A. Benefits/Losses:

More activities for XYZ generation
 Encourage positive behavior
 Encourage staffing/spending in the region
 Ability to attract larger retail, borders, coffee shops, diverse restaurants
 UGRR – Regional driving tour, re-enactment
 Farmers Market County – Chamber, Planning, Tourist Bureau, Agriculture Tourism
 Coordination of existing cultural opportunities

B. Possible Obstacles:

Funding
 Lack of organization/manpower
 Communication
 Sharing resources
 Low involvement of farmers

Possible Solutions:

Seek funding – communicate between agencies
 IUP, Arts Path, Arts Council, Museums, Tourist Bureau, PHMC
 Historical Websites
 Outreach to farmers
 ICTCB and ICCB will actively support County-wide
 Farmers Market – Indiana, Clymer, Blairsville - Active recruitment by Indiana County Farmers Market Board

C. Specific Action Steps for Achieving Goal

	Target Date	Individual/Org. Responsible	Completion Date
1. Communicate with existing amenities and increase to attract and retain youth/jobs/companies	12/31/07	All entities	
2. Communicate – state championships, etc.	12/31/07	All entities	
3. Apply for funding through DCED	12/31/07	All entities	
4. Increase communication between existing entities using co-operative advertising and regional marketing	12/31/07	All entities	Ongoing
5. Revise bylaws for Indiana County Farmers Market	12/31/07	ICOPD	
6. Replace 2007 New Growth Arts Festival with support for auto shows and more concerts	12/31/07	Indiana Arts Council	

D. Method of Tracking Progress:

More programs, higher attendance attracting more culture, Tourist Bureau 3% hotel tax, increased B&B and evidence of increased tourism through specific tracking

E. Participants:

Tony Atwater	Tim Harley	Penny Perman
Linda Gwinn	Gail McCauley	