



Alex Area Stewards Meeting Minutes  
Friday, July 16, 2010  
Alexandria Technical & Community College – Room 209 – 7am

**Attendees:**

Corliss Stark, Joani Neilson, Shari Laven, Jason Murray, Patrick Kalina, Todd Roth, Anthony Zimny, Greg Klepetka, Nancy Klepetka, Chad Coauette, Cindy Bigger, Bob McCrory, Sue Jung, Coni McKay, Rick Paulsen, Tom Jacobson, Marc Illies, Reed Becker, Rick Banke, Stan Finnestad.

**Evaluation of the Alex Area Stewards Destiny Statement**

- Does the Statement still define what the group feels the region is and needs to be in the future – is it still relevant?
  - o Following a group discussion about the Statement, it was decided that the words, “Small Town” in the first bullet point could produce a negative connotation to people from outside of the area.
  - o While desired definitions such as safety, connectedness, focus on growth & investment, and caring about our future were discussed, the possibility that people may associate the word choice with closed mindedness, limited capacities, slow decision making process, or non-welcoming were discussed.
  - o To revise the Destiny Statement, the first bullet statement was added to the opening sentence, minus “small town” to create:

*“Through collective action, the Alexandria region will be a progressive regional community, growing in prosperity while remaining true to our community values.”*

The group agreed that the bullet points that follow define our community values.

**Driver Definitions/Revamping:**

- Jason led the group in a review of what had been discussed at the May retreat in reference to the four Drivers that the group felt needed additional definition, reworking, or possible deletion from the list. These Drivers include:
  - o Assist in the start-up or growth of 12 new or existing businesses
  - o 100% access to after school programming
  - o Decreasing poverty for all
  - o Combine Career pathways/Workforce attraction
- Attendees broke into small groups to review each of these Drivers and to discuss options for rewording, methods of measurement, and the overall relevance of each Driver to the group and the region.

## **Reworked Drivers:**

### **Decreasing Poverty for All:**

Original Wording:

“Decrease poverty and improve quality of life for all by 2015.”

Revised Wording:

**“Address regional poverty by improving awareness and understanding, and by enhancing economic conditions.”**

### **100% Access to After School Programming:**

Original Wording:

“100% of students will have affordable access to regional after school programming.”

Revised Wording:

**“Support initiatives that provide access to regional out-of-school time programming for all children.”**

### **Combined Career Pathways/Workforce Attraction:**

Original Wording:

“Regional manufacturers, ATC, regional K-12, and other higher education (and economic development) partners will implement a coordinated system to develop, attract, and sustain a highly skilled workforce by 2010.”

&

“Develop regional partnerships for students with educational providers and businesses to create four distinct career pathways by 2014”

Revised Wording:

**“Regional manufacturers, economic development partners, higher education, and K-12 will create a model system for career pathways to develop, attract, and sustain a highly skilled workforce.”**

### **Assist in the Startup or Growth of 12 New or Existing Businesses**

Original Wording:

“Support the startup, expansion, and growth of 12 new and established businesses each year in the Alexandria region.”

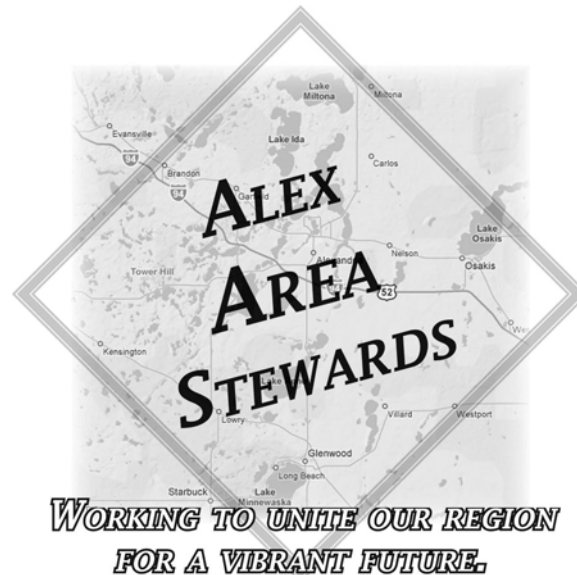
- The group felt that at this time a small committee should meet to discuss and refine the focus and wording of this Driver and report back to the Stewards at the next large group meeting.
- Volunteers to spearhead this effort were: Rick Paulsen, Joani Neilson, Chad Coquette, Jason Murray, and Stan Finnestad.

### **Focus areas for the next All-Stewards meeting:**

- Finalizing the Businesses Driver focus and wording
- Discussion of potential additional Drivers
  - o Affordable Housing
  - o Ethnic/Economic Diversity

Meeting adjourned at 8:30am.

**Next All-Stewards Meeting:** Thursday, August 19<sup>th</sup> from 7-8:15am at ATC 211



## REVISED DESTINY STATEMENT

Through collective action, the Alexandria region will be a progressive regional community, growing in prosperity while remaining true to our community values:

- An innovative community, known for its leading-edge businesses, education, and governance;
- The leading regional center in the upper Midwest for world-class, global manufacturing, especially in the areas of automation and machine control;
- A magnet for talent of all ages;
- A respected leader in the management of our natural resources;
- A welcoming community, embracing diversity of age, race, gender, creed and economic status; and
- A UNITED regional community, committed to working together toward our common destiny.