

3. Marketing Materials

a. Website

A new website has been created and is up and running – www.alexareastewards.com – members were encouraged to review the site and let Pat know of any problems/difficulties or potential items to add at their convenience. All information connected with the site has been rebranded to Alex Area Stewards.

b. Elevator Speech

Jason and Pat have put together the base of an Elevator Speech on the Stewardship Initiative to help people feel more comfortable talking about the program. This information will be emailed out to all stewards and is a base to build conversations upon.

4. Community Presentations

- a. A list of potential community presentations was passed around to the group to begin the sign-up process for sharing information on the initiative. An informational PowerPoint will be emailed out in the near future to all members to use as a base for their presentations. Please contact Jason if there is a specific organization that you would like to present the Stewardship information to.

5. Issue of the Morning – What's the steward's role in regional collaboration?

- a. A long discussion on the need for collaboration and government and organizational interdependence followed. Specific focus was given to the following:
 - i. Creating a wider/regional involvement in the Drivers and larger initiative
 - ii. Marketing of the initiative and projects throughout the region
 1. The comment was raised that outlying communities may not feel that the survey results accurately reflect their feelings
 - iii. Highlighting of activities specifically tying to Destiny Drivers throughout the region
 1. Post photos and information on the website
 - iv. Establishing a contact list of key individuals from communities, counties, and townships to send updates and awareness pieces to throughout the initiative
 - v. Conducting personal visits to outlying elected bodies and organizations to specifically highlight what is being done and that this program can be beneficial to their area – non-threatening
 - vi. The importance of trend analysis of people's impressions of the community as the initiative moves forward – setting measurements with the Measures Committee and possibly broadcasting the Regional Perception Survey again sometime in the future
 - vii. The need to focus on Interdependence and the Destiny Statement that we have created. The Destiny Drivers are identified activities to help move the Destiny Statement forward.
 1. "The Destiny Statement is where we understand the region needs to go to be successful in the future – based off of the surveys and comments." ~ Chad Coauette