

SAMPLE NOTES – INVITING AN OUTREACH GROUP

Notes from Hardwick Outreach Group Selection

Ways to Get Involved:

- *Outreach Group:* See the following notes on the role of the Outreach Group
- *Public Participation:* Everyone in Hardwick and the larger Hardwick area will be encouraged to participate in both planning and implementation through the three public forums.
- *Project Teams:* After selecting projects, Project Teams will form to work on the implementation phase. The people leading these committees will not necessarily be the same as the initial Outreach Group.

Outreach Group:

The Outreach Group consists of approximately 10 members.

The Outreach Group meets only once – a long meeting that sets up outreach for the first public forum of the Creative Communities Program. Members will take on some tasks (like forwarding e-mail announcements or making phone calls) to help with the outreach plan. The first forum happens about one month after the outreach meeting. Outreach Group members also help get the word out for the second and third forums, but the emphasis is on the first one.

In addition to the Outreach Group there is a Chair for the process. The Chair is the main point of contact for the Creative Communities Program, welcomes and then closes at each of the public forums, and helps coordinate the Project Teams that emerge from the full process. The Chair is also the spokesperson for the process as projects get underway. Later in the process, Chairs for the specific Project Teams will also be selected. While the Creative Communities Program runs meetings during the initial planning process, these Chairs convene and run the meetings following the end of the third forum. Chairs are expected to commit to a year in that position.

The Outreach Group's central task is to bring a broad range of community members to the table for strategic planning and to work on final projects. Therefore, it is important to have representatives from a diverse range of groups involved in the outreach. Below, we've outlined groups to have representation. The Outreach Group should also be able to champion the process and be interested in learning more about the creative economy so that they can talk with others about how it affects Hardwick.

The Outreach Group oversees a planning process – what will hopefully be an efficient, productive, inclusive process leading smoothly into the project implementation phase. Some people will be happier to stay in the loop, but reserve their volunteer hours for a different role.

Groups to Have Represented: In our brainstorming session we developed the following list of perspectives that should be represented in the outreach group. Some people will be able to speak for multiple groups. We may have missed some groups that can be added on. One important common denominator for the *outreach* group should be that everyone at the meeting is interested in the creative economy – both learning more and supporting a community process around the creative economy.

Agriculture

Arts & Culture
Building Trades
Business Organization (ie Chamber of Commerce)
Downtown Businesses
Forestry & Wood Products
Governance (Selectboard member, state representative, serve on local commissions, etc.)
Hardwick's long-time residents
Health & Wellness
Industrial Park/ Industry
Marketing person
Media person
Non-profit Organizations
Recreation
Regional Perspective
Schools & Education
Social & Community Work
Small Business