



# City of Grand Island

Tuesday, March 25, 2014

Council Session (Corrected)

## Item I-1

### **#2014-67 - Consideration of Approving Collaborative Community Wide Visioning Efforts**

Staff Contact: Mary Lou Brown, City Administrator

# Council Agenda Memo

**From:** Mayor Jay Vavricek

**Meeting:** March 25, 2014

**Subject:** Approving Collaborative Community Wide Visioning Efforts

**Item #'s:** I-1

**Presenter(s):** Mayor Jay Vavricek

## Background

In March 2013, Mayor Jay Vavricek organized a task force to explore a community wide Visioning process.

Mayor Vavricek invited community minded leaders representing important stakeholders of the community to begin this discussion. Some community segment areas included are senior citizens, business, medical, education, entertainment, non-profits, local government, manufacturing, and hospitality.

In May 2013, the Steering Committee reviewed the 1998-2002 Heartland Vision effort led by former Mayor Ken Gnadl and Doyle Hulme, CNH Plant Manager. The Heartland Vision goal, its logo, the results from the Heartland Vision Fair, and the goals, final recommendations/strategies, as well as accomplishments were evaluated.

The Steering Committee overwhelmingly validated the value and need for a similar visioning process for Grand Island/Hall County.

The Steering Committee recommended the need to explore the possibility of having someone facilitate a discussion to help the taskforce move forward with the Grand Visioning process. The merits of both private and public funding were both discussed.

In January 2014, the City of Grand Island issued an RFP and invited consultants to provide a proposal to conduct a community-wide visioning process that would encompass both the City of Grand Island and Hall County. The visioning process is incumbent upon collaboration amongst many organizations within the community, spreading responsibility for implementation among a variety of organizations and groups.

This visioning process will also include a method for the regular updating, maintenance and evaluation of its efforts and its corresponding action plan.

The intended outcomes include:

- identifying and analyzing emerging trends and community concerns
- articulating core community values through a communication and outreach plan
- developing a community vision statement from input gathered
- establishing a vision action plan to implement the vision
- defining a method to revise, update and maintain the vision and vision action plan

Seven bids for the Grand Community Vision Plan were received on February 4, 2014.

Six members of the Steering Committee reviewed the proposals according to the RFP specifications. The six members were Tammy Morris, Grand Island Community Foundation; Karen Rathke, Heartland United Way; Mitch Nickerson, Grand Island City Council; Ray O'Connor, O'Connor Enterprises; Joseph McDermott, Nebraska State Fair; and City Administrator Mary Lou Brown.

The Selection Committee members provided an official score pursuant to the specifications laid out in the RFP. The categories scored were: Project Understanding, Consultant Team Qualifications, Approach, Budget, and Proposal Clarity.

On March 11, 2014, the Selection Committee extended their findings to Mayor Vavricek and Hall County Board Supervisor Pam Lancaster. City Staff has since started negotiating with and checking references of the recommended consultant.

Negotiations will soon be finalized.

## **Discussion**

The Grand Island Chamber of Commerce, the Grand Island Economic Development Corporation and the Grand Island/Hall County Convention and Visitors Bureau have initiated a process to further enhance the business development initiatives throughout Grand Island. Their privately funded Business Development Strategy will address business growth, business recruitment and workforce development for the next five years.

The Grand Vision plan will include a community engagement element that will include a diverse number of people in our community beyond business interests. It will seek a more board base and all-encompassing number of individual interests for the sake of community betterment.

Both plans are complimentary, but very different. They will both contribute to our community's success and well-being, quality of life and prosperity for Hall County and the City of Grand.

## **Alternatives**

It appears the Council has the following alternatives concerning the issue at hand. The Council may:

1. Move to approve
2. Refer the issue to future date
3. Take no action on the issue

## **Recommendation**

City Administration recommends the Council support both the business development strategy and the Grander Vision process knowing the collaboration of the two will shape our community's success, quality of life and prosperity for Hall County and the City of Grand.

## **Sample Motion**

Move to approve Resolution 2014-67.

# GRANDER VISION

2013

MARCH 21, 22 & 24

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**Independent**

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Home Opinion George Ayoub

## Seeing tomorrow very good place to start future

Story Comments

Tweet 0 Like 0

Posted: Friday, March 22, 2013 12:00 am

By George Ayoub  
george.ayoub@theindependent.com

*"The greatest danger for most of us is not that our aim is too high and we reach it."*

Ah, yes, the vision thing, to quote a president.

The Grand Island  
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## A LASTING LEGACY Last G.I. visioning effort had big local impact

■ As new group forms, Heartland Vision's legacy still felt today

Story Comments Image (1)

Share Print Font Size

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Home Opinion Staff Editorials

## 'Visioning' group to prepare roadmap of G.I.'s growth

Story Comments

Share Print Font Size

Tweet 0 Like 0

Posted: Sunday, March 24, 2013 12:00 am

At long last, Grand Island Mayor Jay Vavricek announced plans for a long-range visioning project for the city. This is indeed good news. As Vavricek put it, "It's been said, if you don't know where you are going, any road will get you there."

# GRANDER VISION STEERING COMMITTEE - 30

<b>STACKHOLDER</b>	<b>NAME</b>
City of Grand Island	Mayor Jay Vavricek
City of Grand Island	Mary Lou Brown
City of Grand Island	Chad Nabity
City Council	Linna Dee Donaldson
City Council	Mitch Nickerson
Hall County Board	Pam Lancaster
Public Education	Dr. Rob Winter
Higher Education	Al Hartley
Manufacturing	Bill Baasch

## cont. GRANDER VISION STEERING COMMITTEE - 30

STACKHOLDER	NAME
Chamber of Commerce	Cindy Johnson
EDC	Randy Gard
Senior Citizen	Karl Hughes
Veteran	Mike Ponte
Latino	Carlos Barcena
Community Member	Clarence Stephens
Youth	Kennedy Martinez
Youth	Kerrigan Anspauch
Hospitality	Brad Mellema



## cont. **GRANDER VISION STEERING COMMITTEE - 30**

<b>STACKHOLDER</b>	<b>NAME</b>
Medical	Dan McElligott
Downtown	Craig Hand
Community Non-Profit	Karen Rathke
YWCA	Anita Lewandowski-Brown
Recreation	KC Hehnke
Media	Don Smith
Developers	Ray O'Connor
Entertainment	Hugh Miner
Former Mayor	Ken Gnad

## cont. GRANDER VISION STEERING COMMITTEE - 30

STACKHOLDER	NAME
Former Mayor	Margaret Hornady
Foundations	Tammy Morris
Nebraska State Fair	Joseph McDermott

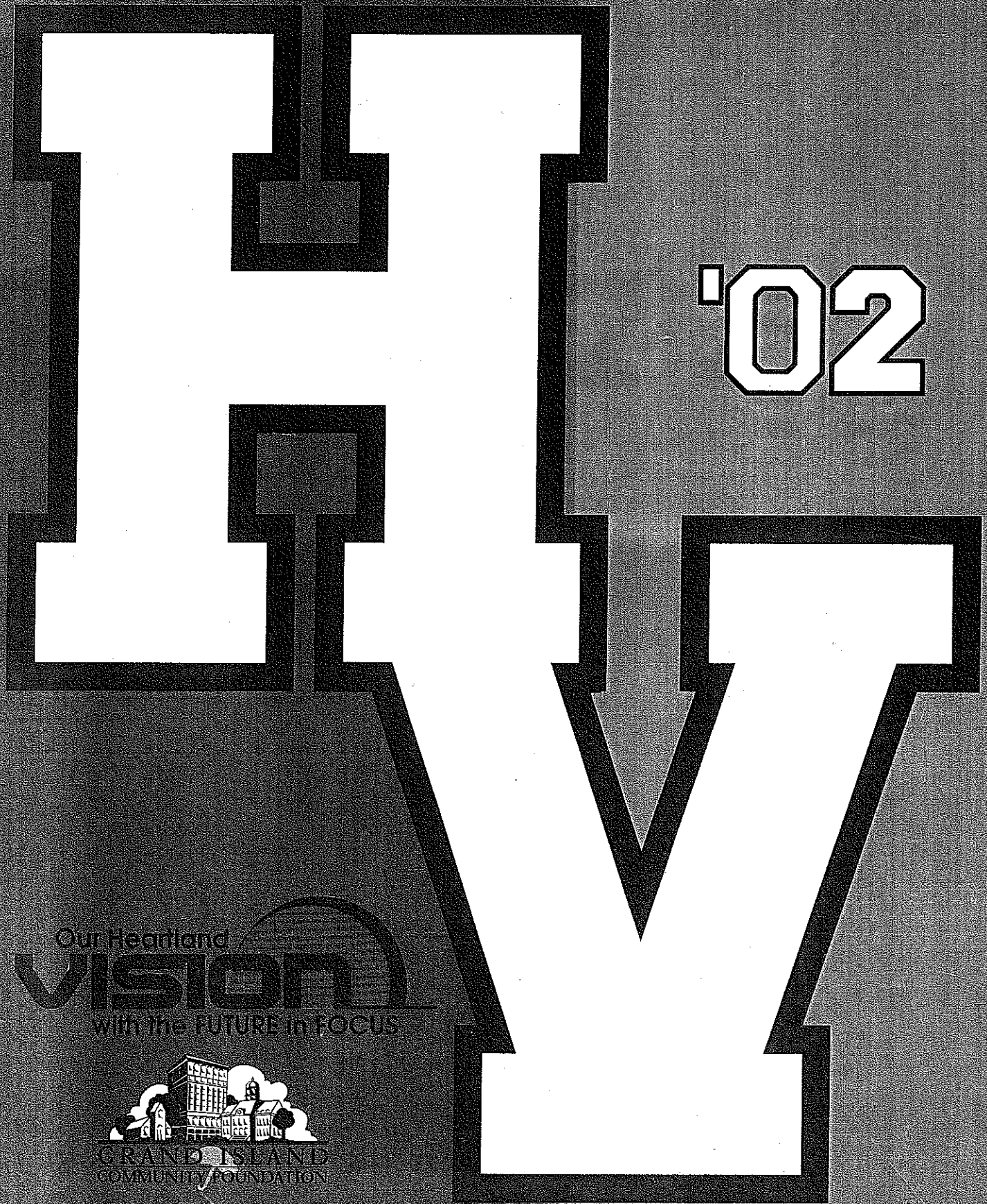
## TIMELINE 3/2013 – 3/2014:

2013	
<b>MARCH - MAY</b>	<p>Steering Committee reviewed the 1998-2002 Heartland Vision effort.</p> <p>Overwhelmingly validated the value and need for a similar visioning process for Grand Island/Hall County.</p>
<b>AUGUST - DECEMBER</b>	<p>Explore the possibility of having someone facilitate a discussion that will help us help the taskforce move forward with the Grand Visioning process.</p>



## TIMELINE 3/2013 – 3/2014:

2014	
<b>JANUARY</b>	RFP was issued and invited consultants to provide a proposal to conduct a community-wide visioning process that would encompass both the City of Grand Island and Hall County.
<b>FEBRUARY</b>	Seven bids for the Vision Plan were received.
<b>MARCH</b>	Selection committee extended findings to Mayor and Hall County Board of Supervisor Pam Lancaster.



## Report Overview

In 1997 the Heartland Vision process was a unique opportunity for residents, organizations and agencies to join together to develop a vision for the future of the area. A 35 member Steering Committee met on a regular basis to conduct research, develop guidelines and to brainstorm the most inclusive way for the Heartland Vision process to proceed.

The committee scheduled 21 town hall meetings in Grand Island and the surrounding communities to allow every resident the opportunity to participate in creating and organizing goals for their future. Additionally, service organizations hosted mini Presentations to permit further involvement.

Over 2,100 people were involved in the Heartland Vision process. The ideas, hopes and dreams shared at the town hall meetings were compiled and categorized. In April 1997, a community Heartland Vision Fair was held at the Conestoga Mall in Grand Island. At the Fair, everyone was encouraged to vote for their priorities, thereby determining the area's vision with a focus on the future.

Out of the Vision Fair, 15 priority categories were developed. They included Beautification, Children, Culture, Diversity, Economic Growth and Employment, Education, Environment, Government, Health Care, Heartland Values, Housing, Image, Recreation, Safety, and Transportation and Infrastructure.

Volunteer citizen groups were then formed to put into action the consensus based plans which enabled the Heartland to achieve its collective vision. A strategic Action Plan was published in 1998 incorporating goals and strategies for each category. Those goals, recommendations and strategies along with accomplishments are outlined in this Report to the Community. As you review the community accomplishments of the last five years, keep in mind that the challenges of the Heartland Vision are not complete. The vision of the heartland focuses on the future.

## Beautification



### Goals/Strategies/Recommendations

- Educate the community about the economic, environmental and quality of life benefits of beautification
- Encourage changes in the building and zoning codes that integrate beautification as a requirement in future construction and city planning
- Start a "Keep Grand Island Beautiful Foundation"
- Develop a landscaping program for Highway 281
- Start a Hazardous Waste Collection Day

### Accomplishments

- The Beautification Committee joined with the Grand Island Area Clean Community System
- More neighborhood associations were formed; matching funds are available to associations making improvements to neighborhoods
- Revitalized geographic areas impacted by physical deterioration, inadequate social infrastructure and economic disinvestments
- Developed South Locust Business Improvement District
- Signage located at city entrances
- Code Enforcement Officer was hired
- Grants received for green space development of the downtown entryway island at the intersection of Walnut Street, Charles Street and Locust Street, as well as the Plum Street Park on Sixth and Plum Street
- Demolition of dilapidated building on future park site
- Mayor developed a garden club, including master gardeners
- Continued use of façade development funds through Community Redevelopment Authority



## Children



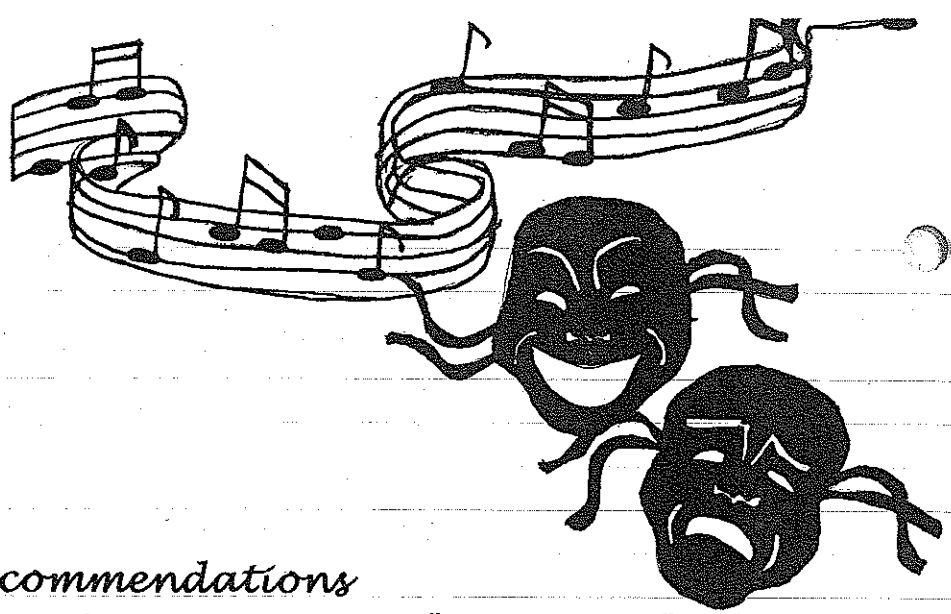
### Goals/Strategies/Recommendations

- Provide substantial community structure and guidance that nurtures the well being of children and youth
- Promote volunteerism
- Develop youth mentoring
- Support parenting connections
- Provide community mentoring for parents

### Accomplishments

- "It's About Kids" asset building program adopted by Community Youth Council
- TeamMates Mentoring Program established with Grand Island Community Foundation
- Youth Leadership program established at Hall County Leadership Unlimited
- Juvenile Services Committee formed to address high risk youth issues
- SMART Program developed at the Salvation Army
- "Adopt a School" program adopted by businesses
- Children's Festival held annually
- Local Group Homes developed to prevent out of community placement of youth
- CASA (Court Appointed Special Advocate)
- Child Care Solutions
- Annual Youth Congress
- Reporting Center for juveniles
- Juvenile Trackers added
- Focus on Family Strengths
- Wrap Around
- Conflict Resolution Training established in schools
- Community Service hours required for high school graduation

## Culture



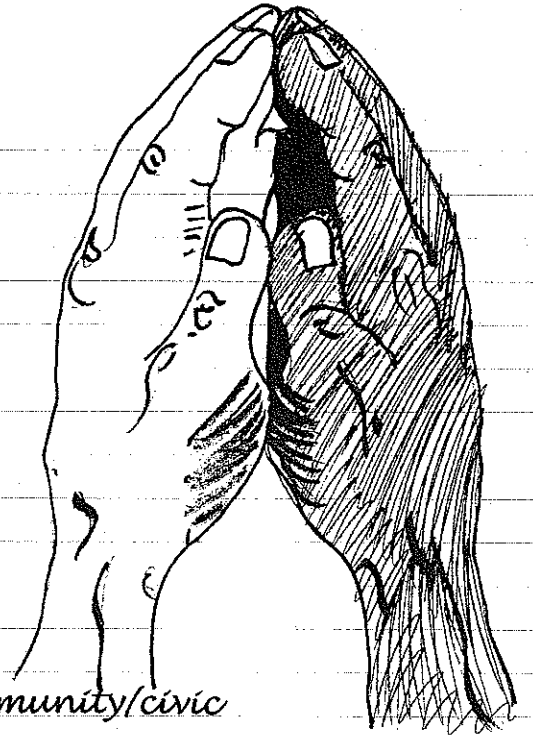
### Goals/Strategies/Recommendations

- Produce and promote a community-wide activity calendar
- Form an Arts Council
- Develop a Civic Center campaign
- Provide opportunities for cross promotion
- Educate and inform the public about cultural events and activities

### Accomplishments

- Moonshell Arts and Humanities Council
- Community Cultural Plan developed by the Grand Island Community Foundation
- Chautauqua held
- Hall County Historical Society developed historical maps
- Omaha Symphony performed
- GILT purchases a downtown building
- Edith Abbott Library considering expansion
- Fonner Park privately raising funds to build Civic Center
- Grand Island Independent in partnership with Hall County Convention and Visitors Bureau developed events calendar
- Grant Reynard exhibit held at College Park
- Outdoor Mural Project completed at 313 N. Locust Street
- Student Art reception provided by the Moonshell at Stuhr Museum
- Bronze Busts of Grace and Edith Abbott placed in the City Library
- The Great Race came to Grand Island
- International Visitors growth
- Historical Society Depot established
- Addition of Glade Mill, Curator Building, Taylor House and the 1890's Farmstead to Stuhr Museum
- Groundwork started for a Friendship Group between Grand Island and Bad-Segeburg, Germany.

# Diversity



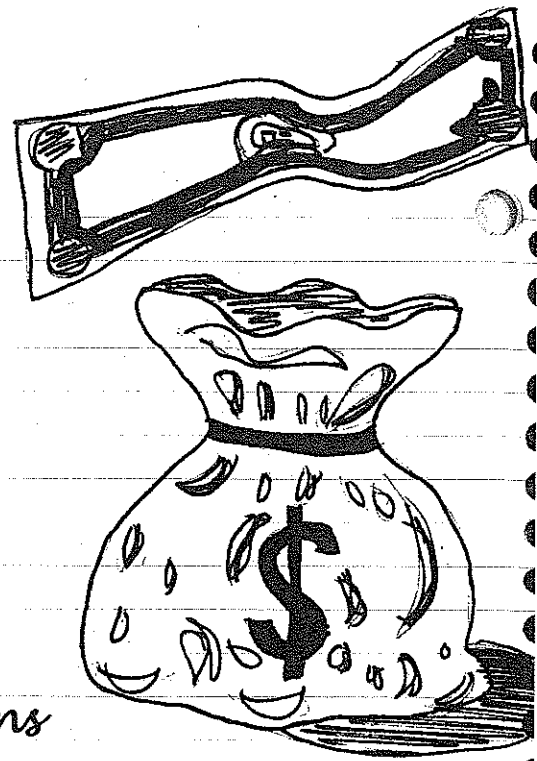
## Goals/Strategies/Recommendations

- Reduce racial prejudice
- Develop language workshops
- Increase ethnic diversity among community/civic organizations
- Educate citizens about the cultural differences of various ethnic groups

## Accomplishments

- Hispanics for Success program developed at Grand Island Public Schools
- Chamber of Commerce goal to promote and cultivate cultural diversity
- Grand Island International Visitors Council nominated for a Nobel Peace Prize
- Prensa Latina was established
- ESL classes have a permanent home in the St. Stephens Community Center
- New Hispanic businesses are being developed (i.e. Radio station, Restaurant, Stores)
- Organization of first Annual German Heritage Days
- Networking with other communities who have experienced rapid growth in diverse population
- Consideration of development of Learning Center for new immigrants

# Economic Growth And Employment



## Goals/Strategies/Recommendations

- Revitalize downtown Grand Island
- Promote job skill needs, cross training and application
- Develop a diverse and growing economy
- Increase the number of entry job levels
- Improve wage levels
- Create secure, sustainable career growth

## Accomplishments

- One Stop Workforce building developed
- New Holland retention package
- New teachers breakfast sponsored by the Chamber of Commerce
- Central Community College provides training and skills development to help people enter the economic mainstream
- Average Wages have increased
- Expansion of existing businesses
- Industrial Park developed
- Development of the Downtown Business District (Beautification, 4<sup>th</sup> Street Development, Alley Improvements, Street Lights added, Expansion of trees in front of businesses, etc.)
- Downtown events held (Sock Hop, Car Cruise, etc.)
- Farmers Market Downtown
- Parallel Parking added
- Downtown Market introduced, open each Saturday from May to September
- Pedestrian walk ways in downtown

# Education



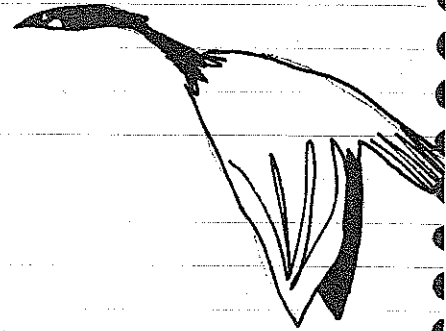
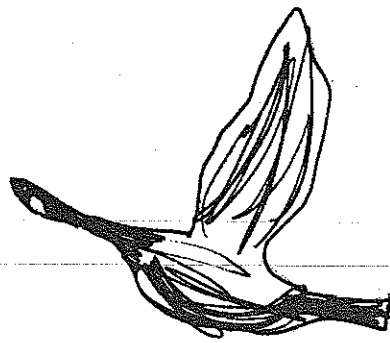
## Goals/Strategies/Recommendations

- Structure learning around career "clusters"
- Seek alternative sources for funding
- Collaborate with businesses and agencies
- Increase community awareness of current educational opportunities
- Implement mentoring with positive role models on a long-term basis
- Consider alternative schools for students not focused on learning
- Explore ways to teach respect and responsibility
- Address the differences in opportunities for students
- Focus on local resources

## Accomplishments

- Alternative Middle School program developed
- "Over 55" courses available
- Community Teaching Corp developed
- Heartland Lutheran School developed
- Expansion of Central Community College facilities and services
- New Lincoln Elementary and Wasmer Elementary Schools built
- Old Country General building renovated and turned into the new Administration Building
- Lutheran High School established
- Expansion of Grand Island Senior High and Grand Island Central Catholic
- Alternative Middle School developed at the Mid Plains Center for Behavioral Services
- Bellevue College located at Central Community College
- Dr. Steve Joel hired as the new Grand Island Public Schools Superintendent
- Junior Achievement in Elementary Schools
- Computer Classes expanded at Public Library

# Environment

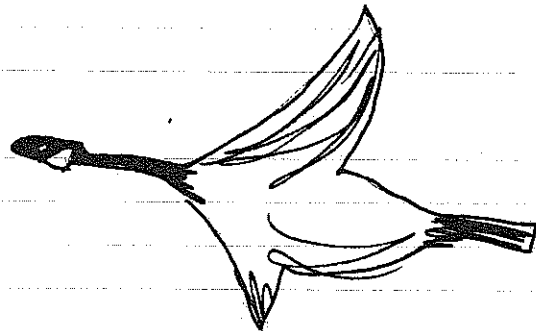


## Goals/Strategies/Recommendations

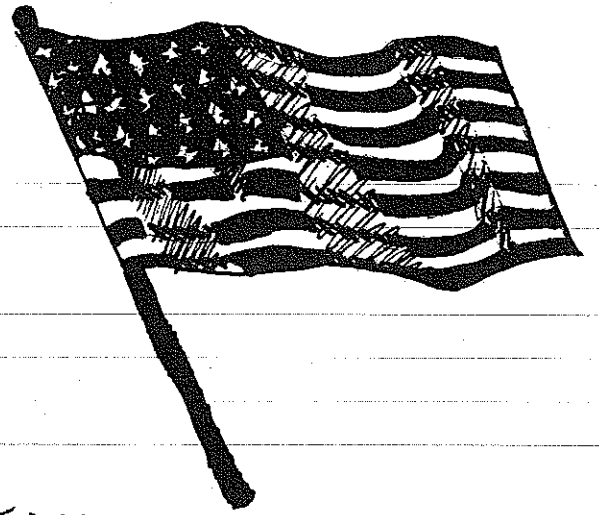
- *Preserve and protect the Heartland's natural resources*

## Accomplishments

- *Crane Meadows Nature Center expansion*
- *Children's Groundwater Festival*
- *Clean Community Systems*
- *City Wide Curbside recycling*
- *Wetland preservation along south Locust Street corridor*
- *Odor hotline and improvements at ConAgra and Wastewater Treatment Plant*



## Government



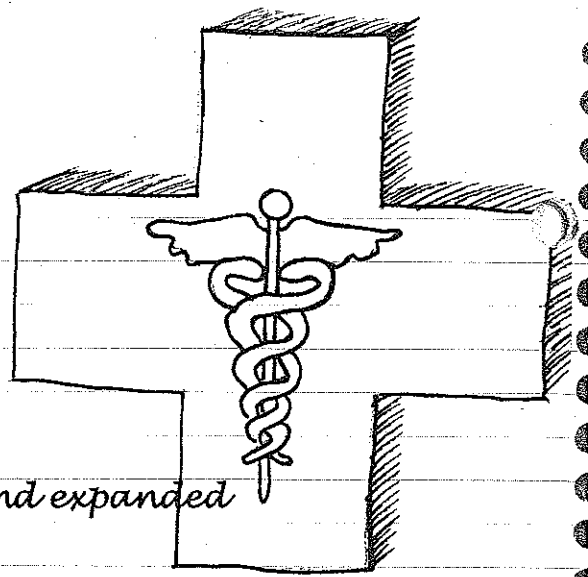
### Goals/Strategies/Recommendations-

- Ensure that city and county governments are efficient, cooperative, reputable and fiscally responsible
- Implement town hall meetings
- Investigate the implications of combining city and county governments
- Provide interpreters at all government offices
- Subscribe to a Language Line in government offices

### Accomplishments

- Governmental campus concept researched
- More interpreter services available
- Community Youth Council Established
- Web site expanded
- Geographic Information System; information available on line
- City Survey completed June 2000
- City wide way funding system proposal
- Development of Youth Leadership Tomorrow

# Health Care



## Goals/Strategies/Recommendations

- Recruit and develop new, specialized and expanded Medical services
- Educate the community about drug abuse
- Relocate the Health Department facilities
- Continue the discussion of the effects of managed care
- Coordinate drug education with businesses and industry
- Enhance multicultural health services

## Accomplishments

- Third City Clinic
- Surgery Center
- Wellness Center
- New female adolescent halfway house and men's ¾ way house established
- Coalition formed to prevent underage drinking
- People and Animals in Sync
- Programs established resulting from tobacco settlement dollars
- Town Hall meetings held regarding Methamphetamine and underage drinking
- Surgery Center established
- Increased medical staff
- Cardiac Center developed
- Prompt Care established
- St. Francis Physical Therapy Center established
- Low Income Clinics added
- St. Francis satellite site proposed at Conestoga Mall
- Series of eating disorder meetings sponsored by the Wellness Center
- City/County Health Department received Tobacco Funds from the state
- Kids Connection sees paid growth at hospital, clinics and Student Wellness Center



# Heartland Values

## Goals/Strategies/Recommendations

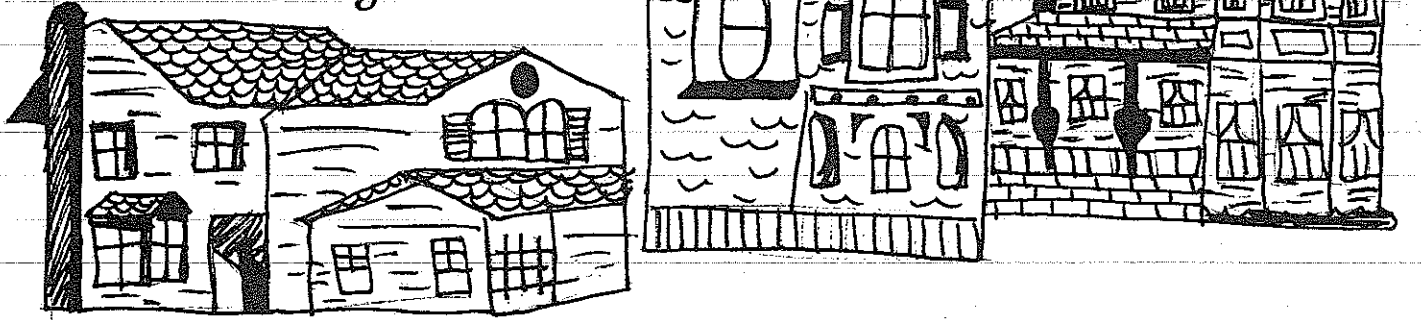
- Enhance the awareness of family values in the workplace and community
- Support existing parenting classes
- Increase awareness of the availability of parenting classes
- Strengthen families

## Accomplishments

- Saint Stephens Community Center
- Bottom Line Benefits conference
- Local Middle Schools implemented the Purple Hands Pledge
- Barr Middle School implemented Character Counts
- Channel 10/11 advertised the 40 Developmental Asset
- AOK Ladies
- Parish Nurse Program (SFMC)
- Parent Resource Center developed at Public Library
- Developed and distributed Bilingual Family Service Resource Guide to all schools in Grand Island



# Housing



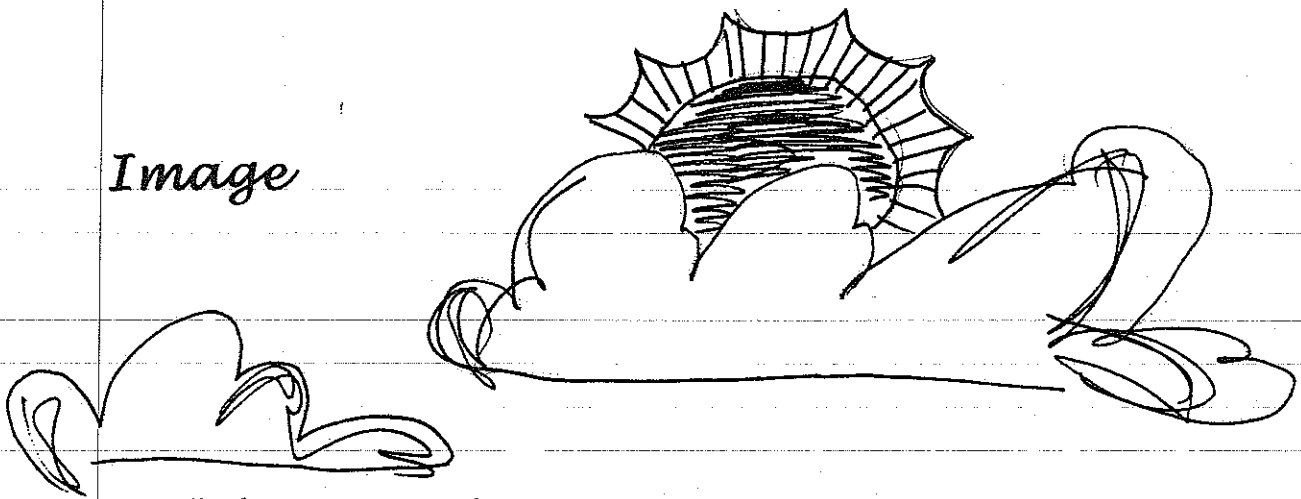
## Goals/Strategies/Recommendations

- Promote affordable housing
- Clean up neighborhoods
- Establish a housing Trust Fund
- Develop a coalition to protect fair housing practices
- Develop more moderate to low income housing

## Accomplishments

- Habitat for Humanity
- Expansion of housing for the elderly
- Six new houses adjacent to Lincoln Elementary; Three yet to be developed
- Down payment assistance to low to moderate income residents
- CNCS received housing rehabilitation grant
- Grand Island Area Housing Corporation received grant funds for purchases, rehabilitation, etc.
- Community Redevelopment Authority commits to demolition of substandard housing units
- Grant for completion of housing study received

## Image



## Goals/Strategies/Recommendations

- Enhance the image of the Heartland as a progressive place
- Generate Public Service Announcements
- Aid positive, progressive businesses
- Conduct "exit" interviews with people who are moving away
- Promote the positives
- Conduct "entrance" interviews with new residents

## Accomplishments

- Grand Island Independent developed Community Unity and Celebrate 2000 Campaigns
- St. Stephen's Community Center for nonprofits established
- AOK Ladies established
- Convention and Visitors Bureau visitor information kiosk at the Caboose
- Lincoln Highway Convention held in Grand Island



## Recreation



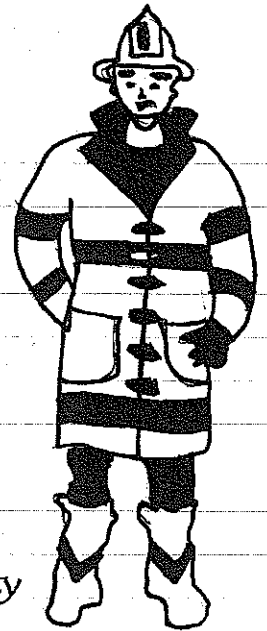
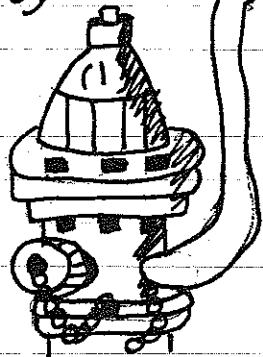
### Goals/Strategies/Recommendations

- Explore the implementation of a city sales tax to fund infrastructure and activities
- Develop a softball complex
- Continue the development of the Hike and Bike Trail
- Add the "Lazy River" to Island Oasis
- Provide a diverse network of recreational facilities and activities
- Develop a comprehensive trail system

### Accomplishments

- Hike and Bike Trail expanded
- Fonner Park soccer and softball fields developed
- New golf course in Cairo
- Increased crane and waterfowl viewing opportunities
- Expanded softball fields in Cairo
- Expanded the Island Oasis Water Park by adding a Lazy River
- Three new wading pools under construction
- Skate Board Park built at Pier Park

Safety



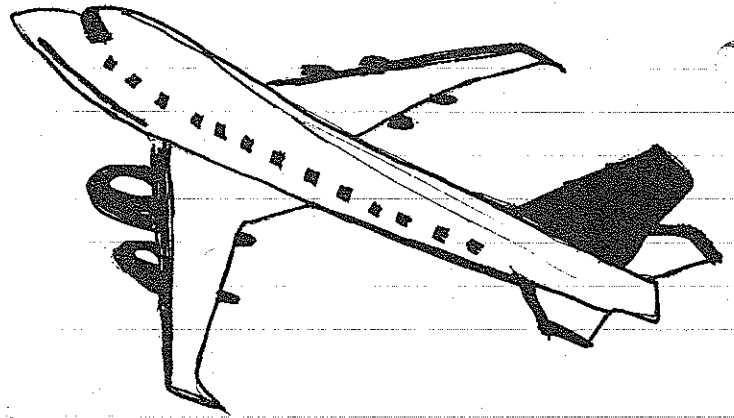
### *Goals/Strategies/Recommendations*

- *Develop public information projects concerning safety*
- *Disseminate information about crime and safety*
- *Form partnerships with existing organizations*
- *Demonstrate safety devices*
- *Encourage use of safety items for children*

### *Accomplishments*

- *Safe Kids Coalition*
- *Additional Law enforcement hired*
- *Dive Rescue Team*
- *Project Impact (disaster preparedness) grant received*
- *School resource officers at three middle schools and one high school*
- *Grant received to provide police officers at Hall County Housing Authority properties*
- *Three new firefighters and three new paramedics hired*

# Transportation and Infrastructure



## Goals/Strategies/Recommendations

- Develop regional/tri-city air services bequeath
- Increase traffic safety
- Complete flood control project
- Increase public transportation services
- Enhance emergency services
- Improve streets and highways
- Provide bilingual services in public agencies
- Improve sewer and water services
- Enhance police and fire protection
- Increase traffic control and add sidewalks
- Increase technology opportunities for community

## Accomplishments

- Work progressing on widening of South locust
- Wood River flood control project
- Airport runway renovation
- I-80 and Highway 281 intersection rebuilt
- Cab Service reinvigorated
- Sidewalks added by Central Catholic on 13<sup>th</sup> Street
- Bilingual services added in several public agencies (i.e. Workforce Development, St. Francis Medical Center, Grand Island Public Schools, Family Violence Coalition, Central Community College, Hall County Extension Office, Hall County Court, Community Help Center, YWCA Helpline, Etc.)
- Motorcycle and bicycle police positions added
- Mitigation component added to Comprehensive Plan
- Airport Economic Plan developed
- Foundations are discussing a coordinated process to review grants and establish priorities

## *Future Plans*

*Hall County is rich in innovation, creativity and has an entrepreneurial spirit. Foundations, nonprofit organizations, schools, businesses and individuals all have much to contribute to planning the future of a community.*

*The Heartland Vision process has set a positive precedent for area residents to determine goals and solidify accomplishments. Since the process began in 1997, many exciting dreams have become reality due to the determination of dedicated people. Because a process is never ending, Heartland Vision will continue and bring more good things to the Grand Island area.*

*If you would like to be a part of the next phase of the Heartland Vision process, or have questions about the first one, please call the Grand Island Community Foundation at (308)381-7767.*

*Special Thanks to Leah Koch, Youth Leadership Tomorrow Class #3 for her drawings in this report.*



RESOLUTION 2014-67

WHEREAS, Grand Island and Hall County desire a clear vision of its future as evidenced by two privately funded efforts that will occur this year in our community; and

WHEREAS, the engagement of a diverse number of people in our community beyond business interests is important for the success of our entire community; and

WHEREAS, the Heartland Vision project completed over 15 years ago was so successful and its effects long lasting; and

WHEREAS, after a year's worth of effort from a 30 member steering committee has confirmed the value and the need to realize similar results beyond 2025; and

WHEREAS, such an effort to engage a broad spectrum of people in Hall County is incumbent upon the hiring of a professional firm at no expense to the taxpayers; and

WHEREAS, the Grand Island Chamber of Commerce, the Economic Development Corporation and the Grand Island/Hall County Convention and Visitors Bureau are focused on business planning developments for the next five years; and

WHEREAS, the Grand Vision effort will seek a more broad based and diverse number of individual interests for the sake of community betterment; and

WHEREAS, elected and city staff have and will be included in the two efforts including Council member Gilbert in the GI Business Development Strategy steering committee and Council members Nickerson and Donaldson in the Grand Vision steering committee; and

WHEREAS, the Grand Vision process will be privately funded and be announced once contract negotiations with the proposed firm are completed; and

WHEREAS, the generosity will be sincerely appreciated, publicly designated and acknowledged on behalf of a grateful community.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, that we support both the business development strategy visioning and Grand Vision community betterment process knowing the collaboration of the two efforts will shape our community's success, quality of life and prosperity of both Hall County and the City of Grand Island.

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Approved as to Form	☐ _____
March 23, 2014	☐ City Attorney



Adopted by the City Council of the City of Grand Island, Nebraska, March 25, 2014.

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Jay Vavricek, Mayor

Attest:

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RaNae Edwards, City Clerk