

SCEDC Board of Directors Strategic Planning Session Notes on February 16, 2015

The Board affirmed that the existing SCEDC Mission Statement is adequate.

Strengths in Seward County

- Health Care System
- Proximity to Lincoln – MSA
- Promotion of LB 840 and TIF in Milford, Seward, and Utica
- Community support for school systems
- Active SCEDC, Chambers, etc. – Collaboration exist between them

Challenges

- Proximity to Lincoln – Shopping
- Buying necessities outside of the county – Toilet paper (with Chamber bucks)
- Rehabilitation of houses needed
- Unclear ownership of development projects
- Philanthropy – Silo giving (no countywide giving opportunities available)
- Leadership – Succession planning needed (education)
- Seward County Young Professionals – Identify next generation of leadership
- Labor study – 63% of Seward County residents leave the county for a job every work day

Goal Statements Priorities from the Strategic Planning Document Dated February 17, 2014

- Who is responsible for each goal?
 - #1 – Finance and Membership Committees
 - #2 – Marketing Plan
 - #3 – Executive Committee
 - #4 – ED's Job
 - #6 – Target Industry Study
 - #7 – Work with Municipalities
 - #9 – BR&E Visits (Identify Housing/Salary Differences)
 - #11 – Lunch and Learn Event (How are people trying to sell their businesses?)
 - #12 – Work with Municipalities and Community Groups

Action Plan for Goal Statements

- #1
 - Continued marketing internally/externally, especially for public sector funding (Marketing Committee/SENDD/Utility Partners)
 - Start the Seward Area Investment Club (SADC/Jessica Kolterman)
 - Funding for the SCEDC (BR&E visits – membership public/private) – create a strategy moving forward
- #5
 - Which industries to focus on?
 - Transportation (Membership/Marketing)
 - Potential headquarter visits?
 - BNSF
- #8
 - Connect right entities together (ED's responsibility)
- #10
 - Engaging non-board members on the board committees
 - Executive committee discusses roles of board/committees/members
- #16
 - Telecommunications and roads needs
 - Need more coordination between entities
 - Consider creating a separate committee of public body representatives