

Cromaine District Library  
Partners in Progress Special Meeting  
Thursday, October 12, 2017

APPROVED

Members Present: Black, Cafmeyer, DeRosier, Lewis, Oemke, Sargent

Members Absent: Thompson

Staff Present: Director Marlow

Guests: From the Hartland Area Chamber of Commerce: Connie Brinkerhoff, Emmalynn Wheaton, Barbara Walker, Nancy Johnson, Mike Horan, Carrie Jellison, Katie Chuba.

From Hartland Township: James Wickman, Bill Fountain, Kathie Horning, Joe Petrucci, Larry

Ciofu, Matt Germane, Jean MacLeod. From Hartland Consolidated Schools: Thom Dumond,

Charlie Aberasturi, Scott Usher, Scott Bacon, Scott Van Epps, Michelle Otis, Dave Minsker.

Facilitator: Gail Madziar, Executive Director, Michigan Library Association.

**The meeting convened at 6:12 pm.**

### **Introductions:**

Attendees introduced themselves, their affiliation and where they worked. They were also asked to share one thing they liked most about the Hartland area.

Common themes among the group were:

- Appreciation of the culture
- Passion for the community
- Its balanced rural nature (rural enough)

Other noted comments about why folks like the area:

cozy	people - "Heartland"	location
friends	small town feel	great history
family	lake	nature
round school	sense of community	Village Manor
rural enough	Target	senior center
cooperation	schools	support
mixture of people who care	parade	cool place
impression we make outside the community		

**Objective: Hartland area growth and community engagement** The overall objective of the meeting was to initiate dialogue among the groups about how to promote growth in the area and collaborate on marketing and community engagement efforts.

Comments recognized that growth was welcomed and inevitable. The schools are overwhelmingly the draw but folks want to settle there for the community. Exactly what success looks like was not clearly defined by the group.

### **Thoughts and opinions on growth and collaboration**

Responding to a request for thoughts on how the area is currently marketed and new ways to better promote the area, the common thread was to develop a way to communicate comprehensive and inclusive information to people throughout the greater Hartland area.

1. Information to newcomers via the chamber directory (Does not reach everyone.)
2. Provide access to information for new community members.
3. *How* to communicate was a common question.
4. Tell the **WHOLE** story. New residents are getting bits and pieces.
5. Partners in progress
6. Inclusiveness = include more townships
7. Welcome all newcomers
8. Use the website to provide searchable comprehensive material to anyone looking for any type of Hartland information.

### **Embracing *Friendly by Nature***

Discussion of embracing the Friendly by Nature logo and tagline met with some skepticism as it was developed originally for just the immediate Hartland area. The question was posed as to whether it could be embraced and owned by all in the community.

### **Consensus building for a culture of connection**

This discussion provided the following ideas for group-wide strategies:

- Boards reporting and updating one another on a regular basis
- More interchange among the groups
- Shared employee orientation
- Get to know the area and embrace an innovative welcome wagon idea
- Tourist in your own town idea
- Use Facebook and social media
- Cable TV to you tube working with high school students
- Community calendar
- Patch and radio mediums.

### **Assigning accountability and planning to administrators**

When addressing the topic of assigning accountability and planning to administrators thoughtful comments were made about time constraints, other projects, each board having its own work/agenda, and board administrators/executives already having full plates.

- Prioritization and balance are a consideration.

### **Learning together: future opportunities for collaborative board development**

Consideration of continued joint board development was suggested.

**The meeting concluded at 8:15 pm.**