

Appendix B:

North Country Regional Economic Development Council

PLANNING COMMITTEE OVERVIEW:

PLANNING COMMITTEE: While New York State is supplying extensive staff support for much of our work, they cannot fulfill the critical functions related to actually creating our plan document and applications for submission. Given the rigorous competition ahead, it is crucial that we have in effect a committee of volunteer staff of our own with demonstrated experience and success in strategic plan development and grant/proposal creation. The functions will include the draft economic vision and mission statement, writing the draft strategic plan, plan performance measurements, recommended criteria for priority project selection, and drafting consolidated funding applications, among other hands-on responsibilities all based on input and recommendations from the smaller work groups.

PLANNING COMMITTEE STRUCTURE:

- The Planning Committee will act as the umbrella for several sub-groups that include: Public Participation, Visioning, Existing Conditions, Critical Issues & Opportunities, Regional Implementation Agenda, and Benchmarks, Measures & Outcomes

RESPONSIBILITIES:

- *Planning Committee:*
 - Establish work plan deadlines
 - Create endorsement standards for CFA as well as Council Funding (see page 5 and 18 of manual; 37 of guidebook) ****DUE SEPTEMBER 15th****
 - Project Identification (will be closely tied with Regional Implementation Agenda sub-group)
 - Section 4 of Strategic Plan – Economic Development Strategies and Components. Define strategies to advance priority economic development projects and address critical issues (this should be based on the outcomes of the existing conditions sub-group); see pages 45-46 of manual.
 - Review and compile information/analyses from Council breakout sessions, sub-groups, work groups and the public for use in strategic plan. This includes initial SWOTs.
 - Draft Strategic Plan; see page 20 and pages 43-47
 - Executive Summary; Regional Assessment of Existing Conditions and Economic Opportunities; Economic Development Vision; Economic Development Strategy and Components; Regional Implementation Agenda; and Performance Measurements.
 - Ensure Scoring Criteria has been sufficiently met

- Continually report back to Co-Chairs and Regional Council on progress and garner input on selected criteria. (T. Sauter will report 8/19. Otherwise, A. Kurtz will report but may call on Vice Chairs.)

Planning Committee Sub-Groups:

- *Public Participation Sub-Group* (see pages 36-39 of manual for minimum requirements):
 - Section 3 Part D of Strategic Plan
 - Developing a public engagement strategy
 - Stakeholder and public engagement outreach
 - Conduct at least two public hearings; present draft findings
 - Brief Planning Committee on the public's suggested changes
 - Gather materials to update website/monitor on-line public forums
- *Existing Economic Conditions, Critical Issues and Opportunities Sub-Group* (see pages 14-16 and page 44 of manual):
 - Section 2 of the Strategic Plan
 - Baseline regional assessment of Existing Economic Conditions, Critical Issues and Opportunities – The identification and description of critical issues will assist in identifying what is truly important to the region's economic prosperity.
 - Identify region's strengths and weaknesses; principal growth sectors and clusters; economic drivers; strategic development opportunities; and strategic, critical uses and barriers related to development opportunities that must be addressed. (Refer to initial council breakout session notes).
 - Current labor force and unemployment trends; fastest growing occupations; companies expanding, laying off or closing; current employment trends by industry sector (this will include information from the WGs), business inventory, unemployed worker inventory, population trends; business expansion and contraction (see page 43 of manual)
 - Demographic data garnered can be used in Section 1 of the Strategic Plan

- *Visioning Sub-Group:*
 - Section 3 of the Strategic Plan
 - Draft a Vision Statement “Where do we want to be?” (see pages 16 and 44 of manual)
 - The Vision Statement provides the reader with a clear description of how the region sees the future, should their strategies be implemented. As soon as critical issues and opportunities are identified a vision statement can be created.
 - While not required to develop goals, this would be the section to do so. They should be detailed and specific rather than broad or abstract. They can be results-oriented, process-oriented or a combination goes both.

- *Regional Implementation Agenda Sub-Group:*
 - Section 5 of the Strategic Plan; see page 47
 - “How do we get there?”
 - List the activities that are most important to undertake over the next five years
 - Establish clear priorities for those projects, actions and recommended policy changes
 - Include a schedule indicating dates and timeframes for advancing projects and other actions
 - Describe public and private resources needed to undertake those actions
 - Specify who will take each action and the organizational structure and operational arrangements to ensure implementation
 - Include an implementation matrix to track progress

- *Performance Measurement Sub-Group:*
 - Section 6 of the Strategic Plan
 - Establish performance measures; method of measurement, data sources and time period for measurement (see page 47 of manual and guidebook pages 31-32)
 - Create the process for evaluating and updating the Strategic Plan; matrix

WORK GROUPS:

Workgroups are critical to adding to your knowledge and understanding of key geographic areas, core assets, strengths and critical issues and barriers related to economic opportunities which may be the focus of the initial strategic plan. Work groups will play an important role in writing the initial strategic plan and gathering stakeholder input. Work groups will produce recommendations and draft products for the full Regional Council to consider. Written materials from each work group will feed into and become part of the strategic plan.

Keep in mind that the plans will be scored, in part, on the following: *“How effectively the strategic plan articulates the issues and opportunities identified as critical, and the reasons why those issues and opportunities were chosen? How well did the Council identify the assets and resources needed to address the strategic economic development opportunities and critical issues identified in the plan?”*

STRATEGIC CLUSTERS: This is likely to be a large group, with a large and challenging function requiring a significant commitment of time and involvement. It will identify significant existing or emerging strategic clusters in the region; inform itself of the facts and opportunities related to each; and help generate recommendations for actions related to selected clusters which may be considered for inclusion in the regional plan. The Strategic Clusters to be examined include, but are not necessarily limited to: Bio/Health, Defense, Agriculture/Food, Aerospace & Transportation Equipment, Clean Energy, Paper/Wood Products, Distribution, and Nanotechnology.

CANADIAN CONNECTION: The discussion and identification of strategies for broadening and deepening the North Country's economic connections with Canada, particularly Quebec and Ontario.

TOURISM DEVELOPMENT: The emphasis will be on strategies and opportunities for developing, modernizing and growing the value of the tourism/hospitality sector in the North Country.

INFRASTRUCTURE: Covering the identification of key short, medium and long term infrastructure projects in the North Country which would directly support and enhance economic development. To include transportation (road, rail, air), broadband/telecommunications, energy (electric and gas) and water/sewer.

SMALL BUSINESS DEVELOPMENT: The examination of potential strategies for strengthening and growing the small business sector in the North Country, within the context of the aims of this regional process.

COMMUNITY DEVELOPMENT: The examination of potential projects, programs and strategies for strengthening communities in the North Country as a key component of attracting and retaining jobs. (Quality communities, downtowns, housing, arts/culture, sustainability of villages and hamlets, etc.).

ADIRONDACK PARK: This group will generate specific recommendations designed to address the special economic challenges and circumstances within the Adirondack Park, and is expected to become a cross-regional group with representation from the Mohawk Valley and Capital regions as well, each of which hosts a portion of the park.

- Work Groups (WGs):
 - Work groups may, on a regional basis by designation, perform the following tasks to aid the Planning Committee/Sub-Groups with their responsibilities:
 - Regional Assessment of Existing Economic Conditions based on topic area (see page 43 of Manual)
 - Mini-SWOTs
 - Strengths, Weakness, Opportunities, Threats
 - Critical issues and opportunities that require detailed exploration (see page 45 of Manual)
 - Strategic, critical issues and barriers related to development opportunities that must be addressed
 - Principal Growth Sectors and Clusters
 - Strategic Development Opportunities (see page 46 of Manual)
 - Define Regional Economic Drivers

CONDUCT OF MEETINGS:

- Chairs will convene their respective sub or work groups based on deadlines set forth by the Planning Committee
 - Meeting dates and times will be determined by each work group in order to maximize participation rates. Teleconferences are encouraged to increase participation.
 - Each group will assign the following tasks to individual participants:
 - Point Person
 - Note Taker
 - Meeting Organizer
- Each group is charged with laying the groundwork to establish the overall regional economic development strategy based topic areas of interest.
- Sub and work groups will up-channel information to PCs based on task deadlines.
- The Planning Committee will present the draft strategic plan no later than (fill in the date) to the Council for assessment review by full body.

TASK DEADLINES:

See Guide Book Pages 28-33

Task A: Endorsement Criteria for CFA and Council funding; Due by September 15th

Task 1: Review purpose, work plan and timelines of Council; Through August 10, 2011

Task 2: Implement public participation strategy to aid in development of initial SP; August 2nd – August 24th for adoption and August 2 – November 9th for execution

Task 3: Assess existing regional conditions and economic development issues and opportunities; August 2nd – August 24th

Task 4: Develop a regional economic development vision statement; August 2nd - Oct 5th

Task 5: Determine strategies to advance priority economic development projects and to address critical issues; August 24th – October 26th

Task 6: Develop Draft Regional Strategic Plan; August 11th – Oct 11th

Task 7: Generate Regional Implementation Agenda; October 6th – November 9th

Task 8: Complete initial five-year regional Strategic Plan; October 11th – November 9th

Task 9: Complete the NYS CFA for priority projects; October 6th – Nov 11th

Task 10: Submit Strategic Plan and CFA; November 14th

Planning Committee Deadlines:

Insert based on aforementioned responsibilities and tasks – TBD by Planning

Sub-Group Deadlines:

Insert based on aforementioned responsibilities and tasks – TBD by Planning

Work Group Deadlines:

Insert based on aforementioned responsibilities and tasks- TBD by Planning