



BEAVER CREEK REGIONAL COUNCIL PLANNING WORKSHOP 2010 SUMMARY

Council members, committee chairs and member organization presidents attended a planning workshop on February 20th sponsored by BCRC – facilitated by Linda Buchanan and Paula Blankenship of the Yavapai Community College. The following are points brought out in the workshop for further discussion and action.

CURRENT MISSION STATEMENT:

THE WHERE: The BEAVER CREEK REGIONAL COUNCIL, INC. is a non-profit corporation existing under the laws of the State of Arizona and is organized for the benefit of the Beaver Creek Communities as defined in the Verde Valley Regional Plan of 2006. Comprised of over 50 square miles in the postal zip codes of 86335 and 86342, the community is inclusive of Rimrock, McGuireville, Lower McGuireville, Beaver Creek Estates, Lake Montezuma, Beaver Hollow, Federal and Tribal lands, and all their surrounding communities.

THE WHAT: The Council has the stated purpose of maintaining and enhancing rural lifestyles, natural resources, economic values, and health and safety within the unincorporated Beaver Creek areas of Yavapai County, Arizona ("Beaver Creek Communities"). The Council maintains a positive working relationship with officials of County, State and Federal governments, with surrounding communities, and with all associations and civic and business groups located in the Beaver Creek Communities.

THE HOW: The Council is a public forum to which any person who is a resident, property owner, or business owner with a physical address within the Beaver Creek communities may bring important issues concerning the future of Beaver Creek to initiate a dialogue with the goal of reaching a consensus.

POINTS OF DISCUSSION:

Mission statements are normally 2 -3 sentences and describes the purpose

- Mission Statement should be revised
- A Vision Statement is needed

Suggested Revised Mission Statement:

The Council exists to maintain and enhance rural lifestyles, natural resources, economic values, and health and safety within Yavapai County, Arizona Beaver Creek Communities. The Council maintains a positive working relationship with County, State, Federal officials and with all associations, civic, business groups and individuals located in the Beaver Creek Communities.

Suggested Vision Statement:

The Council is a public forum of which any person who is a resident, property owner or business owner with a physical address within the Beaver Creek communities may bring important issues concerning the future of Beaver Creek to initiate a dialogue with the goal of reaching a consensus.

BCRC ROLE IN THE VERDE VALLEY

Several established and new regional community organizations exist in the Verde Valley. These organizations hold forums and advocate for water & water rights, economic development, transportation & land use planning and lobbying.

POINTS OF DISCUSSION:

- Many Beaver Creek organizations and residents don't know much about them
- Regional organizations tend to plan for us without our representation
- Beaver Creek organizations and residents should take turns representing BCRC on these issues
- BCRC should be pro-active

ORGANIZATION STRUCTURE

POINTS OF DISCUSSION:

LEADERSHIP

An organization's leadership is a team effort that:

- Empowers others to get things done
- Facilitates safety in the group
- Tries to get a common voice
- A facilitator
- Works toward a common goal
- Stresses the Importance that everybody's voice be heard
- Is respectful of others opinions
- Doesn't allow a monopoly
- Has a synergy of ideas

QUALITY OF A GOOD LEADER

Work Group identification of an ideal leader

Group 1:

- Thinks outside the box – creative
- Strong
- Solid foundation
- Cooperative
- Anything is possible attitude
- Is willing and able
- Sense of priorities
- Sense of humor
- Pays back to the community
- Integrity and honesty

Group 2:

- Retired
- Good Leadership Skills:
 - Delegates
 - Empathy
 - Inspires
 - Patient
 - Realistic
 - Resourceful
 - Respected and respectful
 - Approachable
 - Good communication skills
- Works for a better community
- Healthy
- Focused
- Pro-Active not re-active
- Big shoes to fill

Group 3:

- Steadfast
- Planner & works plan
- Good work ethics
- Energetic
- Good communicator
- A people person
- Visionary – Creative
- Has a good sense of humor
- Not easily offended
- Consensus builder
- Good listener
- Ability to compromise
- Ability to empower others
- Self motivated
- Completes projects
- Goal oriented
- Smiles

Group 4:

- Tireless - Dedicated
- Good organizer
- Knowledgeable and wise
- Dedicated
- Charismatic
- Team leader
- Delegates
- Fighter of Empathy
- Flexible
- Statesmanship
- Wants to be involved for betterment of community

MEMBERSHIP

- Who do we represent?
- How can individuals be represented? Should BCRC change its membership structure to include individuals
- BCRC should consider revising membership policy to open the membership
- Levels of membership should be considered, i.e, BCRC Regional Organizations – Neighborhood Organizations – General Membership to include individuals.
- Need to determine equitable voting rights of membership
- Consider weighted voting by number of members of each organization (larger organizations have more votes versus smaller organizations or individuals)
- How do we recruit new members
- There should be a representative democracy
- Membership restructuring may eliminate an 11 member Council
- Placement of and eye catching whimsical add could be used to recruit members
- Consider committee chairs and/or members to become Council members
- All Beaver Creek organizations have the same problem recruiting new members
- Organizations are all drawing from the same pool of interested residents
- Council and Committee members should list their time and money contributions as Gifts-In-Kind so we may determine time & costs of running the organization.
- MEMBERSHIP RECRUITMENT
 - What are we marketing?
 - Define what BCRC represents
 - BCRC needs a membership committee
 - Each member should invite someone they know to serve as a potential member
 - Communicate that tax deduction of expenses, travel / purchases to volunteers
 - Need to match people with their interest
 - Need membership on BCRC committees
 - Identify committees and their activities
 - BCRC needs to be more visible in the community
 - BCRC should ask for free booth space with information at various community sponsored events, i.e., Buzzard's Day, Fourth of July, Holiday events, rummage sales, etc.
 - Need volunteers to man tables
 - Need hand out materials – need to create
 - Consider selling promotional items
 - Consider raffles of area artists donated work
 - Consider silent auctions

COMMUNICATION

Communication tools are needed to facilitate communication between Council members, community residents and interested parties and for fundraising.

POINTS OF DISCUSSION

USE OF TECHNOLOGY

- Consider a Blog – Wiki is a free program to facilitate electronic forums
- Suggested reading: BLOGS, WIKIS, PODCASTS by Will Richardson
- Wiki forums can be run with private subscribers or as a public media
- Suggest getting a digital video camera -The Flip – less than \$200 (Costco sale for \$99 – regularly \$149) Record events and post on website or digital emails.
- Use of media to get information out
- The Community Calendar is good for the community and should urge wider participation
- Many residents do not have computers in their homes or use it regularly

USE OF PRINT MEDIA & OTHER METHODS

- Consider using students to help in promotional campaigns
 - Local schools are a resource
 - Yavapai College is a resource
 - NAU is a resource
- Newsletters are a good way to get information out
 - Distribution of newsletters can be done at places where residents frequent, i.e, Union Gas station, Express Fuels, Barefoot Market
 - Mailing newsletters are expensive.
 - LMPOA newsletter distributed to 400 people at a cost of about \$250
 - Adult Center newsletter distributed to about 200 people at a cost of \$45 per month plus mailing – 4-6 pages printed on own copy machine
 - BCRC has a bulk mailing permit
 - Consider selling ads to area businesses to help with newsletter expense
- Bookmarks is a cheap promotional item to give out to residents
 - Should include “Why Should I Care”
 - Should include “What BCRC Does For You”
 - Should include “What’s In It For Me”
 - Should stress “Buy Local”
- Utilize Community Calendar listing in area newspapers (Bugle – Verde News)
- Consider an Ad-King insert
 - Ad-King is distributed weekly
 - Ad-King has a wide circulation
 - Ads may be expensive
 - Free inserts should be investigated
- Sandwich boards placed at various points is a good way to advertise BCRC
 - LMPOA uses sandwich boards for their meeting announcements

- BC Community Plan has used sandwich boards as a reminder of the Community Plan meeting

PLAN – GOALS & STRATEGIES

BCRC should review and adopt various suggested strategies for fundraising, membership recruitment and communication methods.

POINTS OF DISCUSSION

- Does the membership model need to be changed? Establish an Organization Review Committee
- BCRC needs better communication with area residents and promote BCRC.
 - Establish a Public Relations Committee
- BCRC needs more people involved.
 - Establish a Membership Committee
- BCRC needs to provide direct services to the community through workshops.
 - Organize a community wide Emergency Preparedness Workshop
 - Sponsor 2 or more workshops / forums per year
- Fundraising is essential to BCRC
 - Identify grant writing talent in the community
 - Identify grant sources
 - Involve area businesses for donations and input
 - Participate in economic development initiatives

COMMUNITY PLAN REVIEW

- Plan committee working on community plan elements
- Draft to be submitted to the Council for review
- Draft to be submitted to the County for approval
- Implementation of Plan is a BCRC and community responsibility
- Final Plan will be made available to community
 - Community workshop may be considered
 - Posting of Plan on websites
 - Printed Plan should be available to community

CALL TO ACTION:

- Present workshop findings to BCRC for Call to Action
- Public Relation Committee Chair willing volunteer – Jo Burke
 - Solicit involvement from Women’s Civic Club
- Establish a Membership Committee
 - Seek volunteers from Council and new and established committees
 - Work with other organizations
- Organization Review Committee willing volunteers – Bob Burke, Cora Whiting
 - Should include neutral party with experience in community planning
 - Resource person from League of Women Voters
 - Resource person from Yavapai Community College
 - Legal advisor
 - Other community and BCRC resources