



HENRY COUNTY COMPREHENSIVE PLAN

Steering Committee

November 15, 2016

Meeting Summary

At this meeting, the Steering Committee discussed the expectations of the Henry County Comprehensive Plan process in terms of timing/scheduling, public outreach and engagement, and the need for a vision. In summary, the Steering Committee discussed the following:

- **Draft Public Communications Plan** - The Steering Committee was presented with a draft Communications Plan created by American Structurepoint. This communications plan is meant to outline the modes of communication, message, responsibilities, and expectations of communicating the project both internally within the project team and externally with the public. The draft public communications plan will be revised to become a working document.
- **Logo/Slogan** - Two draft project logos and slogans were presented to the Steering Committee. There was discussion over the words and colors used in both the logo and slogan. These comments are being considered and refined. The logo and slogan will be revised at a future Steering Committee meeting.
- **Project Website** - American Structurepoint shared that the project website domain has been purchased and the content is currently being created. The project website can be found at www.henrycountycompplan.com.
- **Timing/Scheduling** – The Steering Committee and American Structurepoint team discussed the expected schedule for the process of this project. A timeline for future Steering Committee and Public Engagement Meetings were determined.

| Steering Committee Meetings | | Public Engagement Meetings | |
|-----------------------------|---|----------------------------|---|
| Winter | Existing conditions, vision and goals | Winter | Launch project website |
| Spring | Preview public meeting and draft plan components | Spring | Existing conditions, character survey, vision |
| Summer | Preview public meeting and review draft plan | Summer | Draft plan and online survey |
| Fall | Preview public meeting, final edits, prepare for adoption | Fall | Public reveal |

- **Vision Development** - The remaining portion of the meeting focused on issue identification and the development of an overall vision for the plan. The committee revisited the Vision Statement included in the *Creating a Vision for the Future* plan that was completed in June 2013 by the New Castle Henry County Chamber of Commerce and its Community Involvement Committee, which states:

Henry County is becoming East Central Indiana's premier community for education, commerce, agriculture, and family opportunities.

Come home to an engaged and invested community where unified leadership encourages innovation to sustain an excellent quality of life.

Overall, the Henry County Comprehensive Plan Steering Committee had a positive reaction to this previously established vision statement and agreed to adopt it as the working vision for the comprehensive planning process.

The committee then participated in a guided, open-ended discussion regarding their community's existing conditions and vision. The open discussion allowed the project team and committee members to further think about the community's strengths, weaknesses, and opportunities. The following questions were asked of the group:

- What is likely to occur if nothing were to change?
 - How important is it for Henry County to maintain its "low cost of living"?
 - What is the image of Henry Co? What should this image be?
 - How important is it to maintain Henry County's rural character?
 - How important are natural features and recreational destinations to future growth?
 - What should "growth" look like? What form should it take?
 - Should new development be limited to developed areas?
 - What does it mean to have adequate housing?
 - How dense/intense is too dense?
 - What types of land uses/development do you believe to be incompatible and why?
 - What would you need to see take place to know things were progressing?
 - What are the barriers that need to be overcome to see the type of growth desired?
 - Define "quality of life"
- **Next Steps** – The project team discussed the upcoming steps in the project's process. These steps include:
 - Key Stakeholder Interviews to discuss the vision and issues of various community topics
 - Continuous collection, review, and analyze of existing community profile data
 - Finalize and begin to implement the public communications plan through the use of the project website and other media outlets