

MINK MISSOURI RIVER CORRIDOR STRATEGIC PLANNING FOR SUSTAINABILITY AND DISASTER RESILIENCY

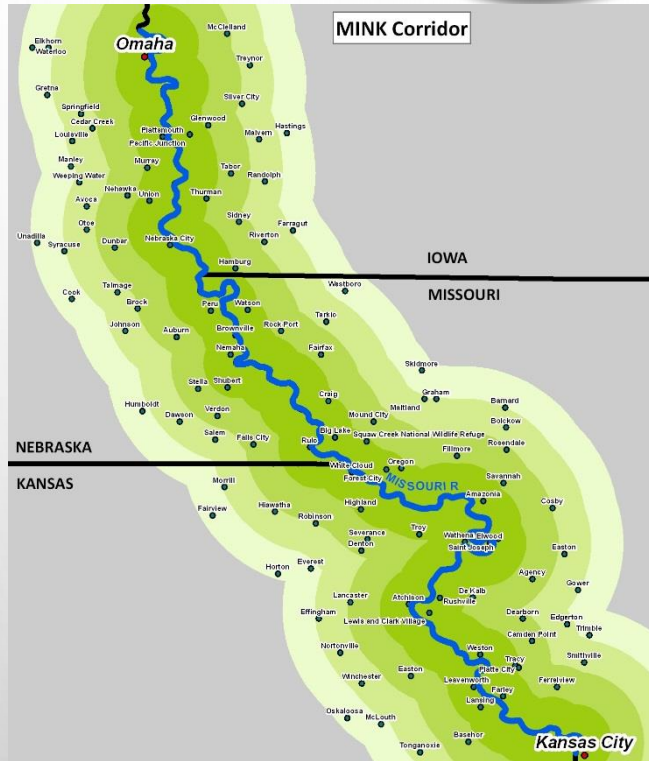
Beverly Maltsberger
University of Missouri Extension



Trudy Rice
K-state Research and Extension

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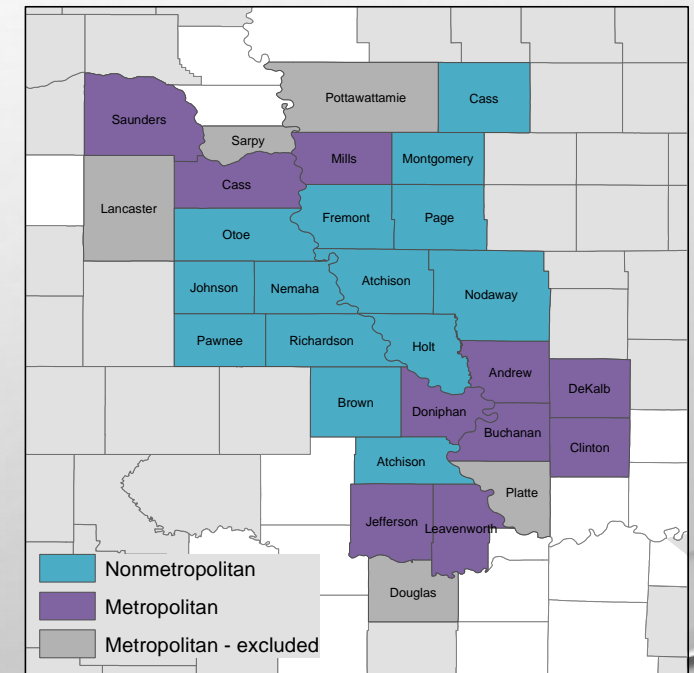


MINK MISSOURI RIVER CORRIDOR, INC. MISSOURI, IOWA, NEBRASKA, KANSAS

The MINK corridor includes rural counties in the four-state region from south of Omaha, Nebraska, to just north of Kansas City, Missouri.

HOW WAS MINK ESTABLISHED?

- MINK was licensed as a 501(c) (6) in 2013 in all four states.
- It structured itself as a membership, dues-paying organization and has since established standing committees.
- The mink corridor was designated a “Great Region” in 2013 by USDA-Rural Development for working in regional development.
- MINK is located within the M-29 Marine Transportation Corridor that was established in September 2013.



STRATEGIC PLANNING WORKSHOP

- Funded through a USDA-NIFA special needs grant
- Strategic planning in the fifty-mile corridor on each side of the Missouri River crosses many local community, county and state boundaries.
- Extension professionals from four states, through their access to research-based information systems, will lead a two-day retreat for MINK members and other representatives from within the MINK Corridor.
- A wide variety of regional citizens participated



EXTENSION TEAM FACILITATORS



Lynn Adams Community Development Specialist, Iowa State University Extension.



Steve Adams Community Development Specialist, Iowa State University Extension.



Jerry Baker Community Development Specialist, University of Missouri Extension.



Beverly Maltzberger Extension Professional and Community Development Specialist
University of Missouri Extension.



Dr. Connie Reimers-Hild Unit Leader and Extension Educator
University of Nebraska-Lincoln Extension.



Trudy Rice, Community Vitality Extension Specialist
Kansas State University Research and Extension.

STRATEGIC PLANNING WORKSHOP

- By collaboratively identifying the strongest regional development focus and developing a plan to be collectively implemented, local communities can eventually increase their business profitability through the heightened awareness of a regional brand and identity.
- By identifying actions communities can use to increase their market strategies and services across state lines, profitability and sustainability can be more fully implemented.



TAKE CHARGE: DEVELOPING A REGIONAL STRATEGY

This strategic planning process utilized a revised version of the Take Charge Curriculum

- Identified and engaged regional representatives interested in implementing a strategic planning process.
- Assisted with the interpretation of data to help participants better understand the overall makeup of the region
- Developed a mission/vision that is designed to attract the support of investors, stakeholders and other community members within the region.
- Developed a strategic plan for the region with action steps necessary for implementation.



STRATEGIC PLANNING FOR THE MINK REGION

- **VISION:** Our vision for the multi-state corridor is where MINK's effective collaboration is fully utilizing its regional assets, expanding growth opportunities and creating vibrant economies for its communities and residents.



STRATEGIC PLANNING FOR THE MINK REGION

- **MISSION:** MINK Missouri River Corridor, Inc. works as a multistate collaboration to leverage resources and spark new investments to support growth and opportunity for rural communities in the areas of housing, entrepreneurship, transportation, and tourism to reverse the downward economic and demographic trends.



MINK VALUES

- We value **decision making through consensus** based on facts in order to achieve the highest potential for positive impacts; so, we will work in a fair and transparent manner and be diligent to provide timely information, opportunities for open interaction, and effective reporting mechanisms.
- We value **unity and supportiveness for common goals** that are in the best interest of all the communities within the corridor so we will be guided by our common vision and mission and ask ourselves if activities are inclusive and equitable for the majority.

MINK VALUES, CONTINUED

- We value **respect as we work with one another** as a board, staff and volunteers and pledge to value input and be sensitive to the diversity of traditions, cultures and experiences within the corridor.
- We value the **wise use of resources** and will work in the most efficient manner possible with external partners to maximize impacts and outcomes.
- We value **optimism and humor** in this very difficult work we do so we will ensure that communication flows freely to reduce unintended tension or misperceptions.

MINK WORKING COMMITTEES

TOURISM

ENTREPRENEURSHIP

HOUSING

TRANSPORTATION



A BRIGHT FUTURE FOR THE MINK CORRIDOR

As a result of the November 2014
Strategic Planning Conference:



- MINK is moving forward in a unified effort
- Committees are now working to identify specific projects
- MINK Board members are working to create partnerships that will support future projects that are identified by the working committees.

STEPS TOWARD SUCCESS

- The transportation committee identified development of the St. Joseph port on the Missouri River as a priority.
- They are now moving forward to approach MO USDA-RD director for re-classification of the port site from “urban” classification to “rural” port which would make it eligible for USDA-RD funds.
- They have contacted legislators and have the support of both US Senators from MO as well as two US Representatives from MO and one US Representative from KS.
- The local USDA-RD office is assisting in these efforts.

PARTICIPANT COMMENTS

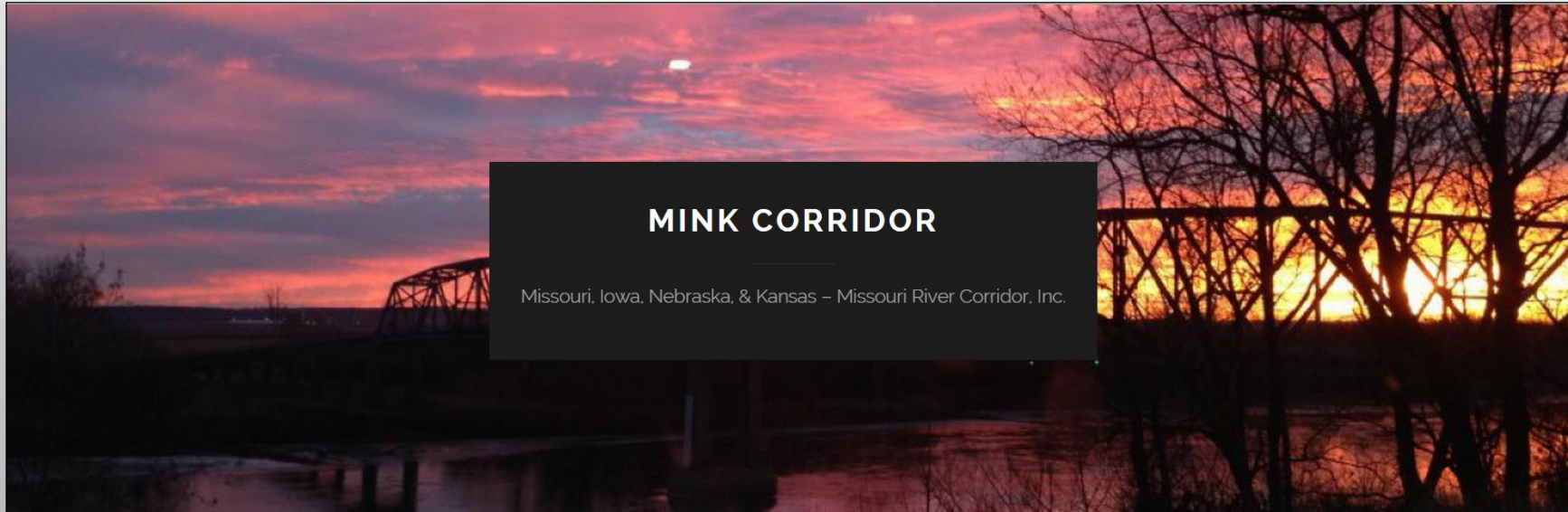
Focus on providing tangible outcomes. We've been plowing the same ground over and over (meeting and planning). Now MINK needs to plant seeds and cultivate. Plant so we can start to see some fruit.

Seek out resources across the river that, though in a different state, can be beneficial to my community.

I can more clearly define what MINK is and how it can benefit the people in my community.

FOR MORE INFORMATION ABOUT MINK

- www.facebook.com/MissouriIowaNebraskaKansas
- www.minkcorridor.org



CONTACT INFORMATION

Beverly Maltzberger

Extension Professional &
Community Development Specialist
University of Missouri Extension

Phone: 816-279-1691

maltzbergerb@Missouri.edu



Trudy Rice

Community Vitality Extension Specialist
K-state Research and Extension
Kansas State University

Phone: 785-766-3996

trice@ksu.edu





QUESTIONS??

Thank you for participating in this workshop!

