

Community Engagement
March 12, 2019
White River Library

Eileen, Davin, Amy, Bonnie, Heather, Jennifer, Nancy, Danielle

Do we want to consider a different date or time that works well for the group? Open to a location suggestion if anyone has one.

JoCo Go Local- Danielle- Forest has been very helpful. Been meeting weekly and has gotten the list of local food vendors and put them in with links to website. Have a few things to decide today. Design-color scheme, logo- is anyone comfortable to create a logo, vision statement? We're on the fun stuff now. Maybe SaraBeth Drybread or Beth Manzioni could help with this? Davin said that it's not his expertise. Maybe the artist that did the activity book or the Franklin Creative Council- suggested Patrick Tisdale. Good to give them something to start with for an idea. When do we need this by? Danielle will ask Forest. We'll start with SaraBeth, Patrick, at the same time to see if they have any ideas. Do we want it to be specific to food? Wants it to be able to expand to trails or other local things eventually. Heather- is there anything we don't want? No corn, no green, connotes Greenwood. Is there any iconic Johnson County thing? Not really anything that's countywide.

Eileen said that the new logo for the partnership features hands and lots of color. Amy suggested noting that it's in Indiana. Eileen suggested a picture of a trail with a picture of a market next to it. Danielle said outline of state with a navigator to show where Johnson County is. Heather suggested a 41 in an Indiana outline. Could use logo as a sticker to give out to different companies. Davin said you typically have a dominant color with 1-2 accent colors. Nancy- suggested outline of Indiana with an apple to show where the county is. Bargersville mural- bright colors- Heather likes those colors for the JoCoGo logo.

Could we get a few ideas to work off of before April 9th meeting? Would like to have everything by the end of April. Forest graduates from school in May (before Memorial Day). Ask Dana if she has any ideas- Hirons? Should we spend our sponsorship money on that logo? JOCOGO Local- "o's" could be varied depending on page (trails/ food/ health). Amy checked on #Joco to see what's trending. Check #jocogo on social media. Bob Beasley does a project to fix/ wrap up projects in the Fall (Franklin College) as needed

-Vision statement- buy local, local food. Access to food.

What's happening in Johnson County- new ideas?

Heather won a Mallow Run Wine tasting at an auction. Open after hours. Brought people from Bloomington, South, North, etc. Welcome her friends to Mallow Run. In that moment, talked about local food app. Talking to Mallow Run employees about it.

Heather's son is in show choir. Had a competition recently, as do many other schools. Franklin contest sold out of tickets, had crowd control, etc.

Amy said that there is a robotics competition starting March 29th for 3 days regional championship at Center Grove High School. They are hosting because they have the innovation center. 40 or so schools participate. Heather sees the trend that Johnson County is heavily investing in our youth.

Eileen said that Johnson County is hosting a goat show at the Johnson County Fairgrounds. Maybe host the national convention in 2021. Very excited for the new hotels coming to Franklin.

Amy said there are lots of things that seem like a little niche, but are actually huge in our county. Do you feel like you are well aware of what's happening? It's spread out where to look for that information. Maybe connect to Festival Country.

Amy said that there is Indy With Kids. Indiana Events Calendar. Davin knows of a lot of Indianapolis event websites. Some groups are really good about posting.

Danielle uses Visit Indy to check what's happening. there's a gap. Want to communicate and share. Convention center in downtown Indy. We want to help change lives of Johnson County residents. We might have people that don't have access to computers, internet. Festival Country seems to be the best place to visit/ share information. Make sure we have the tourism site linked from Aspire, our new page/app. Connect with Ken and drive info to that site. Jennifer will invite Ken to our next meeting.

Davin and Jennifer went to a Harwood Institute to learn about Turn Outward. It's a community engagement model, facilitating conversations with the public to learn about what kind of community you want to live in. Have your organization start with the community needs rather than your organization desires. Small groups might be something that Aspire can help with in partnership with JCPL. Want to talk to small groups, but also break out of our usual suspect attendees. Amy is concerned with making changes for a small population.

Heather did an interesting United Way about "What it's like to be me". Very organic way to learn about other people. Bonnie was a facilitator for "America Speaks" in Washington DC. Can get a lot of good information that way. Make sure to sample effectively before you take action.

JCPL presented at County Council last night about Clark-Pleasant library. Not a no, but not a yes. Up against other projects like the jail, and money for highway department. Multiple councilors said that they support the project. Need to come back in 2-3 months. Will be looking for more support at that time.

Eileen- is going part-time with wellness and no longer with the Partnership. Lot's of changes since CEO has left. Hoping that new Partnership director will continue to be a part of Aspire.

Recap strategic planning with Aspire Steering team Feb 22nd- Eileen/ Heather- Bea Northcott facilitated the meeting. Outreach- making the teams more action oriented, more diverse to have different points of view, better marketing. Talked about meeting times- live stream the large group meetings. Heather thought it was interesting that the strategic plan hadn't been updated since 2015. Who/ Where/ How/ Why- broke into teams. Felt like what this team was looking at was similar to what the steering team was wanting. Marketing was mentioned a lot. Talked about unconscious bias, SWAT analysis and lot of other topics.

Eileen said that she would like to hear from Partnership/ Southside Alliance, etc. There is no need to reinvent the wheel of things that those groups are working on. Eileen would be happy to present what the Partnership for a Healthier Johnson County is working on- long term sustainable changes.

Danielle thinks it would be good to have Ken talk to our group. Davin said that our project seems similar to what they already have so it makes sense to work together. Check to see if he's able to come to our next meeting and learn about our project.

Next meeting at Johnson Memorial Hospital in Franklin- 1159 building at JMH, suite 301 room B.