

# COMMUNITY DEVELOPMENT NEWSLETTER

**INSIDE THIS ISSUE:**

<i>Community Conversations</i>	2
<i>Regional Support for Entrepreneurship</i>	2
<i>State Treasurer Visits</i>	2
<i>Economic Indicators</i>	3
<i>Strategic Planning &amp; Visioning</i>	3
<i>The Sunshine Law</i>	35
<i>CEED Grant</i>	4

**Comments of Interest:**

- In many rural communities, there may be unemployed and underemployed workers who cannot find any entry-level jobs. There are serious limitations to market solutions and government training that have addressed these problems.
- Federal policy has moved to involving local actors and institutions much more in the development of training programs.
- Social capital is an asset that contributes to the development of other forms of capital—human, financial, physical, and environmental.

## HOT TOPIC: ENTREPRENEURSHIP

*COMMUNITIES REDISCOVER ESSENTIAL LOCAL INITIATIVES*

“Successful development in rural America is rooted in five core elements: Vision, Opportunity, Asset-Based, Investment, and Sustainability,” according to the Heartland Center for Leadership Development.

**Vision:** The world is full of challenges and opportunities. Communities that have a strong and relevant visions for the future do better than ones that do not, according to recent research.

The path to intentional change in community visioning is not always an easy one. It takes time to understand community strengths and weaknesses and to lead citizens into future opportunities.

**Opportunity:** Opportunities that make sense are pursued. “In the 21st century,” Heartland notes, “communities must step up one level and create an organized capacity to identify and assess opportunity.”

**Asset-Based:** Challenges and assets abound in every



Maintaining affordable and modern housing is an indicator of quality of life in communities.

community. Smaller communities often are perceived as having few assets. They have to build on what exists today and increase their capacity to do more in the future.

**Investment:** Heartland researchers indicate that successful communities always invest in themselves.

**Sustainability:** The world

and our position it changes daily. Economic relevance is ensured by reinventing the local community.

Communities involved in planned revitalization are able to sustain themselves because they are able to adapt to change as necessary.

## WHERE THE COMMUNITY FUTURE RESTS

In a market economy, rural Americans tend to rely on hard work and smarts to create their wealth. The same is true for communities.

In a recent survey of why the “old wealth” is affecting the per capita banking deposits

here in the Northwestern region of Missouri, indicators suggest, among other things, that inherited money often leaves the area when passed on to the next generation.

Today’s challenge for rural America is knowing where to

go for assistance in helping local entrepreneurs with development, economic opportunity and wealth for the community.

Exploration of entrepreneurial opportunities is embraced by all current research.

*“Community of place” refers to social relationships based on residence rather than locality.*

*“Community of interest” refers to social relationships based on a common set of interests.*

*In a study by Putnam (2000), there is evidence that television may increase aggressiveness in children and reduce school achievement.*

*Hawaii’s population is expected to increase more than 100% by 2050.*

*17 million tourist visit Washington, D.C. each year.*

## “COMMUNITY CONVERSATIONS”

On Thursday, October 27, the NW Missouri Regional Council of Governments and University of Extension Community Development Specialist, Jerry Baker, hosted a NW Region Community Conversations event at Countryside Bistro in Nodaway County.



**A group of participants share their perceptions about regional community needs during the Community Conversations.**

Baker explained, “University of Missouri Extension has a special on-going project for developing entrepreneurship in rural Missouri counties known as the CEED Program.”

CEED is an acronym for the *Center for Enterprise and Entrepreneurship Development*.

The Community Conversations event focused on getting feedback from the fifty participants in attendance.

Participants were given opportunity to respond to seven topics:

- 1) What are the regional community’s assets?  
The best thing to build

on?

- 2) What are the needs in the region (local and regional)?
- 3) What is the role of local and regional communities in developing entrepreneurs, and entrepreneurship?
- 4) What barriers or obstacles exist?
- 5) What questions would you like to ask other communities who have been successful?
- 6) Who is the spark in your community?
- 7) What will create the spark?

## COMMUNITY CONVERSATIONS PARTICIPANTS SPEAK UP ON REGIONAL SUPPORT READINESS

Twenty-eight of the fifty participants at the NW Region Community Conversations returned a survey indicating their perceptions about the region’s ability to support entrepreneurs.

Contrary to initial perceptions, the participants indicated there is much work to be done in the NW region to

adequately enable youth and young adult entrepreneurs to find community environments that will be supportive of their entrepreneurial businesses.

Significant gaps were noted in these areas: supporting young people starting new businesses, providing internships for college returnees, providing low cost space for

startups, access to affordable to legal, accounting and consulting services, training for entrepreneurship and available mentoring programs.

This survey is available to communities by contacting, Jerry Baker at the Atchison County Extension office—660.744.6231.

## STATE TREASURER AND LEGISLATORS ATTEND COMMUNITY CONVERSATIONS MEETING

Missouri State Treasurer, Sarah Steelman, Representatives Jim Guest and Brad Lager, and a representative from U.S. Congressman Sam Graves’ office attended the Community Conversations meeting held in the NW Region on October 27.

Treasurer Steelman shared the operational logistics of the “Big Missouri” linked-deposit program that was funded in

the last legislative session, specifically noting that “...any number of programs qualify for reduced interest-rate loans available through local banking institutions.” While



**Stelman promotes “Missouri Big” Program to NW Region**

authorizing legislation resulted from the last legislative session, Rep. Jim Guest spoke from personal experience about the value of the program formerly known as the Link Program for businesses.

## LEADING ECONOMIC INDICATORS THE CONFERENCE BOARD LISTS...

The Conference Board is one of the nation's most prestigious research organizations for corporate businesses. Each month the leading economic indicators are posted on their website.

In September, the four positive contributors to our nation's economic growth included vendor performance, building permits, interest rate spread, and stock prices.

While the positive contributors to the economy were strong, the negative factors inhibiting economic growth included the average weekly initial claims for unemployment insurance, the index of

consumer expectations, real money supply, manufacturers' new orders for non-defense capital goods, and manufacturers new orders for consumer goods and materials. However, the average weekly manufacturing hours held steady in October.

The leading negative factor to the lagging indicators in the economy was the number of commercial and industrial loans outstanding.

Newspapers throughout the country during the week of October 24-30 carried articles regarding the retail industry's concerns about expected ratio of holiday sales to inven-



The U.S. economy has slightly improved over the past six months.

tory. Two of the most negatively affected portions on the national economy scene have been industrial production and employees on nonagricultural payrolls.

## STRATEGIC PLANNING AND VISIONING

Successful communities strategically plan. The process aims to build agreement within the community.

During the 1980's "SWOT" became a buzz word. The acronym represents strengths, weaknesses, opportunities and threats. Regardless of the model, the questions encourage commu-

nities to think strategically and ask, "What is our goal?"

Perhaps one of the ever-changing demographics necessary for effective community planning and visioning for the future involves an accurate assessment of the current social trends. Fiscal and economic trends may also change from year to year

within organizations and communities.

The visioning portion of the process always focuses on the possibilities rather than on the problems.

Visioning always relies heavily on the values of the residents and their visions for the community. These can be assessed through community surveys.

## THE SUNSHINE LAW CORNER... "THINGS YOU SHOULD KNOW"

The Sunshine Law regarding open meetings of public bodies suggests:

- When in doubt, kept the meeting open to the public.
- The law almost never requires a meeting to be held in closed session.
- A 24-hour posting notice is required before holding a public meeting.
- Each public body must have

a written policy and name the custodian of public records.

- Response to a request for a public record is to be within 3 day.
- Charges for requested public records are regulated by law.
- A public body decides how long to maintain



A public body does not have to create new records in order to respond to a request.

certain records. However, once a request is made, the requested material cannot be destroyed after a request in order to keep from providing it.

- There are special laws that govern access to law enforcement and juvenile records.

*Daly defined sustainable development as the ability to "meet the needs of the present without sacrificing the ability of the future to meet its needs.*

*The National Conference of State Legislatures reported the price tag for federal unfunded mandates and cost shifts in fiscal years 2004 and 2005 to exceed \$50 billion.*

*The price tag for needed water-system improvements nationwide in states and localities exceeds \$264 billion.*

*The amount of money given to Denver panhandlers last year was \$4.6 million.*

**University of Missouri  
Extension**

Jerry Baker  
201 East U.S. Highway 136  
Rockport, MO 64482-1653

Phone: 660.744.6231  
Fax: 660.744.6232  
Email: bakerjf@missouri.edu

[http://  
extension.missouri.edu/  
atchison/](http://extension.missouri.edu/atchison/)

Jerry Baker  
*Community Development Specialist*



*“There is no more effective way for a community to halt economic development than to have a sewer moratorium.”*  
—Phillip D. Phillips

*Labor supply, productivity, quality, skills and work ethic are becoming more important in a firm’s site selection decision than simple hourly wages.*

*University of Missouri Extension works in partnership with county extension councils to engage people to understand change, solve problems and make informed decisions using science-based knowledge. Atchison, Gentry, Holt, Nodaway, and Worth County Community Development offers programming in:*

**Leadership Development**

Leadership Academies  
Orientation for Public Officials  
Team Building  
Community Change  
Conflict Resolution  
Diversity Training  
Ethical Problem Solving  
Facilitation of Public Forums  
Marketing Your Community  
Understanding Community Demographics

**Civic Engagement**

Community Visioning  
Community Decision-Making & Governance  
Business Retention and Expansion

**Community-Based Structure**

Affordable Housing Issues  
Community Revitalization  
Entrepreneurial Climates  
—Customer Service Training  
—Demographic Research  
—Needs Assessment  
Strategic Planning  
Tourism Inventory Planning  
—Festivals and Special Events

*To request any of the above programming services contact Jerry Baker at the Atchison County Extension Office — 660.744.6231.*

---

## CEED GRANT FOR EXTENSION 5-COUNTY REGION REACHES GRANT AWARD STATUS

The five-county NW Region of Atchison, Gentry, Holt, Nodaway, and Worth counties has been awarded a Center for Enterprise and Entrepreneurship Development (CEED) grant specifically targeting the areas of Agri-business, Agri-tourism, and Tourism in general.

The August Community Development Newsletter noted a grant application had been submitted. On Tuesday, October 11, the NW Region learned it had been included in the granted awards.

The grant will focus on training and enabling youth and young adults to access resources for their business startups or expansions.

Creating and networking are essential to entrepreneurial activity, which is the educa-



**Entrepreneurship is about team building, mustering courage, and learning to excel in many ways over time.**

tional purpose and design for the grant.

MIT says, “Entrepreneurship is a contact sport. It requires stamina, focus, passion, and vision, supported by leading-edge skills in team-building, technology, marketing, and sales.”

Visionary citizens with vision and the ability to start

and run a business are vital human resources for community welfare. Strengthening rural communities will be accomplished when entrepreneurship becomes a priority.

University of Missouri Extension can assist communities who want to encourage and support entrepreneurship by helping them to locally:

- Establish a framework that will lend start-up funding and working capital to aspiring entrepreneurs;
- Provide training programs that build necessary skills; and,
- Help entrepreneurs access technical and educational assistance.