

June 2007

To: Cowley First

From: Sid Regnier

Here is the final Vision 20/20 plan for the Cowley County area, reflecting the common vision of our neighbors and friends. This vision incorporates the ideas and thoughtful conversation of more than 4,000 residents, gathered through focus groups, community meetings, breakfast meetings and a survey, representing all of the communities in Cowley County.

We thank all of our residents who have participated in this process and encourage all of you to read and review the enclosed plan. The team captains and members of the various teams in the five focus areas have spent many hours in developing this plan. We realize that this is not an all inclusive document, and that many more visions from various groups and organizations can and will develop, to further improve our community (Cowley County) by the year 2020.

The major goal in this process is to improve those areas that were identified from the focus groups and community surveys to make Cowley County a better place to live, earn a living, and raise a family.

The next step is the implementation process. You will note that most objectives have an identified person, group, organization, etc. to be responsible for carrying out the specific plan of action and identified a suggested timeline for implementation. Many of the objectives are to be ongoing and progress noted yearly. Collectively, we can successfully implement this strategic plan, and achieve the vision for our community and our residents. Yes, it will take a cooperative effort by many people in our community to accomplish the various vision strategies.

Success will not be easy; implementation will take commitment and years of dedication to improving our community. It is our hope that the citizens of Cowley County will join together on this journey to the future.

A special thank you to the members of the Taskforce that carried the ball in the early stages of this project, and to the implementation committee for seeing us to completion, and to the Team Captains and the work groups that gave of their time to develop the many objectives in the five focus areas. Kerri is a very special person and used her many talents to bring about this final document and we would not have done it without her. Finally, we appreciate the direction, support and faith that Cowley First had in this project, and the Vision to make Cowley County a better community.

**Cowley County**

**Vision 20/20 Strategic Plan**

**Objectives and Action Plans**

**June 2007**

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# INTRODUCTION

The following community vision as a collective expression from the people of Cowley County of the hopes and dreams for the year 2020, and a multi-year plan for mobilizing the people and resources to claim that vision and make it real. Together, we encourage the members of our county to commit their time and talent to this shared vision for the future of Cowley County in the year 2020:

- Cowley County is a safe and drug-free place to live, rear children, work and play.
- Cowley County boasts a strong economy with good jobs, lively downtowns and a modern transportation infrastructure to support us.
- Cowley County accomplishes many of our goals through creative, forward-thinking public-private partnerships.
- Cowley County attracts and retains youth and young families.
- Cowley County schools help each individual develop his or her talents and interests to their fullest potential.
- Our private and public spaces reflect the pride and creativity of our people.
- Our community charm and tourism attractions lure visitors.
- Cowley County treasures our historic, cultural financial and human resources.
- All residents have safe, affordable and suitable housing.
- Cowley County is a healthy community blessed with good doctors and other health care professionals.
- Diversity enriches all of us.

This is the future that through public input, the people of Cowley County have determined that we will achieve and maintain. To honor their input, this plan requires support of a long-term community development partnership. We will attract others to join with us. We will work together throughout the years to bring this shared vision to life.

# COWLEY COUNTY PEOPLE

The strategies that follow are intended to contribute to the community's social capital: positive, reciprocal relationships among people. The strategies empower all community members, increase harmony among racial and ethnic groups, improve opportunities for young people, retain youth in the community, enhance technology skills and nurture community leaders.

## **Community Concerns:**

- Retain youth in the county
- Further strengthen and fund public education
- Address poverty among children and families
- Increase resources for senior services, especially in smaller communities
- Address the shortage of child care and early childhood education
- Ensure that programs are inclusive and serve all communities in the county
- Strengthen cooperation and partnerships among individual communities

## **Strategy Statements:**

1. Attract and retain young people in the community through increased economic opportunities, appealing housing choices and civic partnerships that make the area more appealing to young people.
2. Increase available early childhood programs (birth to age 5) and build community awareness about the value of these programs, so as to enable all children in our community to learn, grow and develop their potential.
3. Build understanding of our diverse cultures through affirmative steps to welcome all residents and include them in public decision-making and community affairs.
4. Support and improve public education for all students
5. Expand educational opportunities for young people who elect not to attend college, and for young women and gifted students.
6. Provide mentoring and leadership to promote diversity, reduce poverty and create a balanced economy.
7. Improve services for seniors countywide by obtaining increased funding at the local level, countywide.

**Team Captain:** Dolly Bonfy & David Galliard

## **Committee Volunteers:**

Alex Gottlob, Angela Harding, Marvin Estes, Jody Smith, Clayton Crawford, Megan Wolf, Jo Brazil, Gene Blake, Justin Hogan, Gene Blake, Lisa Roberts, Sandy Randel, Bruce Kraus, Dave Galliard, David Seaton, Jeff Camp, Debbie Clark, Karla Hightower, Joan Cales, Nancy Treadway, and others.

**FOCUS AREA:** People**STRATEGY STATEMENT:** Goal 1 - 1

Attract and retain young people in the community through increased economic opportunities, appealing housing choices and civic partnerships that make the area more appealing to young people.

**OBJECTIVE:**

Develop and implement a vibrant community connection for youth from high school to, and through, career development (target 16 - 36 years of age).

**PLAN OF ACTION:**

1. Stay connected with graduates through the development and utilization of electronic marketing tools (i.e. website, email, social networking sites).
2. Support existing quality measurement programs and endowment programs by building and/or assist high schools and colleges as they build graduate databases and collect alumni information.
3. Provide support to and utilize alumni (high school and college) reunions for marketing the community to graduates.
4. Expose youth currently living in the community to undiscovered opportunities in the local area by developing and implementing a structured business and an entrepreneurship/ mentoring program for high school and college students. "Learn, Earn, Return." (DB)
5. Additional and/or new senior (HS or College) exit requirement to build a Database of contacts in an effort to explore specific positives about returning to Cowley County.
6. Development of a Cowley Alumni Newspaper. Sign up as they graduate via e-mail.

**ASSESSMENT METHODOLOGY:**

1. Measure traffic on program participant websites.
2. Measure increase in alumni databases.
3. Measure participant (both student and business) assessment of mentoring program.

**RESPONSIBLE PARTY:**

- 1 full-time individual paid to develop and implement programs
- Or 1 part-time volunteer who would oversee a staff of students per an internship program.
- Plus 1 contracted website designer with email and social networking expertise.

**COMPLETION DATE:**

- Website within 1 year
- Database framework within 1 year
- Alumni marketing within 3 months
- Mentoring program within 2 years

**FOCUS AREA:** People

**STRATEGY STATEMENT:** Goal 2 - 1

Increase available early childhood programs (birth to 5) and build community awareness about the value of these programs, so as to enable all children in our community to learn, grow and develop their potential.

**OBJECTIVE:**

Develop Daycare Services

**PLAN OF ACTION:**

1. Provide adequate day care services, including services for parents who work 2<sup>nd</sup> & 3<sup>rd</sup> shifts.
2. Assess possible sites, partners, plausibility and funding for a “24 hour - 7 days a week” daycare facility in Cowley County.

**ASSESSMENT METHODOLOGY:**

Compilation of data: documented information

**RESPONSIBLE PARTY:**

Jody Smith

**COMPLETION DATE:** May 2009

**FOCUS AREA:** People

**STRATEGY STATEMENT:** Goal 2 - 2

Increase available early childhood programs (birth to 5) and build community awareness about the value of these programs, so as to enable all children in our community to learn, grow and develop their potential.

**OBJECTIVE:**

Develop parent's education & awareness

**PLAN OF ACTION:**

- Provide early childhood education and awareness programs for parents.
- Promote Child Start resource and referral in cooperation with statewide branding initiative

**ASSESSMENT METHODOLOGY:**

1. Packets/Information distributed to every parent of every child born in local hospitals.
2. Information and resources will be available at Health Dept. and other public service stations frequented by target audience

**RESPONSIBLE PARTY:**

Joanna Brazil, Clairissa Maddy

**COMPLETION DATE:** May 2009

**FOCUS AREA:** People**STRATEGY STATEMENT:** Goal 2 - 3

Increase available early childhood programs (birth to 5) and build community awareness about the value of these programs, so as to enable all children in our community to learn, grow and develop their potential.

**OBJECTIVE:**

Develop Daycare Providers

**PLAN OF ACTION:**

1. Provide early childhood education and awareness programs for daycare providers; including creation of a local daycare provider “association.”
2. Place a series of news articles highlighting the area Daycare Providers during April 22-28<sup>th</sup> the “Week of the Child.”
3. In year 2008, plan other ‘celebration’ activities to highlight the efforts of providers during this week.

**ASSESSMENT METHODOLOGY:**

Daycare Association (or network of area daycare providers) in place. Association should provide access to educational materials, resources and training.

**RESPONSIBLE PARTY:**

Jennifer Callison, Lisa Roberts

**COMPLETION DATE:** May 2009

**FOCUS AREA:** People

**STRATEGY STATEMENT:** Goal 2 - 4

Increase available early childhood programs (birth to 5) and build community awareness about the value of these programs, so as to enable all children in our community to learn, grow and develop their potential.

**OBJECTIVE:**

Develop Daycare Services

**PLAN OF ACTION:**

Provide early childhood education, awareness, and services for daycare providers and area families by partnering with Child Start Consultant, Clairissa Maddy, to collectively write a planning grant for \$10,000 for bringing more childcare and provider services to Cowley County.

**ASSESSMENT METHODOLOGY:**

The document completion and acceptance of the grant.

**RESPONSIBLE PARTY:**

Jody Smith

Clairissa Maddy

**COMPLETION DATE:** November 2007

**FOCUS AREA:** People

**STRATEGY STATEMENT:** Goal 3 - 1

Build understanding of our diverse cultures through affirmative steps to welcome all residents and include them in public decision-making and community affairs.

**OBJECTIVE:**

**PLAN OF ACTION:**

**ASSESSMENT METHODOLOGY:**

**RESPONSIBLE PARTY:**

**COMPLETION DATE:**

**FOCUS AREA:** People

**STRATEGY STATEMENT:** Goal 4 - 1

Support and improve public education for all students.

**OBJECTIVE:**

To improve student attendance and work habits in school.

**PLAN OF ACTION:**

Educational institutions at all level, should stress regular attendance and good study and classroom work habits to instill in all students the importance of being there, on time, and doing the best job they can. Goals of the Work Ethics Program should be included in orientation materials, and encourage business and industry leader to speak to all students on the importance of showing up every day for work (school) and doing the best job they can. Encourage schools to honor students with perfect attendance at the honors convocation each year.

**ASSESSMENT METHODOLOGY:**

- Number of students with perfect attendance
- Number of students participating in work ethic program countywide and increase in number successfully completing the program

**RESPONSIBLE PARTY:**

Leadership Cowley County Class of 2007

Academic administrator at each public, private, parochial school, or college.

**COMPLETION DATE:** Fall, each year.

**FOCUS AREA:** People**STRATEGY STATEMENT:** Goal 5 - 1

Expand educational opportunities for young people to gain technical skills needed to participate in the local workforce through articulated technical programs between the high schools and Cowley College.

**OBJECTIVE:**

Cowley First will actively support and participate in opportunities to advocate for the Mechatronics Certificate Program that is being developed and articulated between schools and Cowley College in 2007.

**PLAN OF ACTION:**

Cowley College is developing a Mechatronics Program that will focus on “maintenance technician skills” targeting adults and students in their junior/senior years. The plan of action will be to support this new program by acting as a host and advocate for adults and students interested in this area. Cowley “People” participants will provide support through positive public relations, attendance at open houses, requests for newspaper coverage, personal contact with students, and public assistance in accordance with the College and USD’s wishes. Attendance at program overviews and open houses would demonstrate wide community support.

**ASSESSMENT METHODOLOGY:**

1. A satisfactory enrollment of 25 students gaining transferable skills to sustain the Mechatronics program.
2. Target forty plus potential students attending open house. The “People” focus representatives would be an interested cheerleader for the program.
3. Newspaper promotion of program: Winfield Courier, Ark City Traveler, Wichita Eagle and the Wichita Business Journal.
4. Review of student retention and dropout numbers for five consecutive years.
5. Measurable success will be how many students/adults choose CC employment once they gain the Mechatronics Certification skills by keeping a five year follow-up record of students employment.

**RESPONSIBLE PARTY:**

- o Cowley College
- o Career and Technical Education Directors
- o Cowley First Participants interested in being an active advocate
- o South Central Kansas Consortium for the Advancement of Manufacturing

**COMPLETION DATE:**

May 2009

Review of records annually up to May 2012.

**FOCUS AREA:** People**STRATEGY STATEMENT:** Goal 6 - 1

Provide mentoring and leadership to promote diversity, reduce poverty and create a balanced economy.

**OBJECTIVE:**

Deliver social, financial and entrepreneurial training to students ages 8 through 12 years through the existing infrastructure of Big Brothers Big Sisters of Cowley County's quarterly volunteer training. Implement and deliver curriculum for three programs:

1. 7 Habits of Highly Effective People
2. Financial training for kids
3. Entrepreneur opportunities project

**PLAN OF ACTION:**

Train the trainer with each project lasting one quarter. A project recognition fair will be held upon completion of each program at the end of the respective quarter. The fair will be designed to expose parents of BIGS and public to this training, BBBS volunteer opportunities, and additional assistance through MidCap or other resources for adults of LITTLES.

1. Discuss with BBBS if:
  - a. this program supports their mission
  - b. if they are interested in delivering the program
2. Inquire with MidCap or other providers of adult education in financial management (ie Consumer Credit Counseling) if they are interested in partnering with program
3. Research curriculum
4. Research funding
5. Pull together data to support funding
6. Develop detailed implementation plan
7. Implement and evaluate at the end of each quarter

**ASSESSMENT METHODOLOGY:**

1. Measure the number of children that participate in and successfully complete the programs
2. Measure change in BBBS volunteers or volunteer inquiries
3. Pre-test and post-test knowledge of children in program areas

**RESPONSIBLE PARTY:**

Big Brothers/Big Sisters  
 Cindy Sweeney (instructor training)  
 Shane Suther with USB or Brian Dutton with Corner Bank (BBBS board members)  
 Lisa Roberts

**COMPLETION DATE:**

**Focus Area:** People**STRATEGY STATEMENT:** Goal 6 - 2

To reduce poverty, increase literacy and promote healthy living through a series of life skills lessons.

**OBJECTIVE:**

To improve the lives of Cowley County Families by increasing their knowledge of family literacy and to promote good nutrition through basic cooking skills. Thus increasing the probability that Cowley County children will be ready to learn and succeed in school and as adults.

**PLAN OF ACTION:**

1. Identify and train Master Food Volunteers and volunteers for Every Child Ready to Read programs for program implementation.
2. Train Volunteers to use curriculums and lesson plans.
3. Identify business/site for pilot program and training sessions.
4. Implement a pilot program of several 30-45 minute sessions with topics alternating between Foods & Nutrition and Every Child Ready to Read Curriculums using volunteers to present the lessons.
5. Assess pilot program and make any necessary changes to increase knowledge gained by participants and ease of use for volunteer presenters.
6. Expand Program to other sites or businesses if pilot is successful to reach more families.

**Assessment Methodology:**

- Record of attendance
- Feedback from participants and sponsoring businesses
- Ongoing evaluation of behaviors in participants
- Feedback from Volunteers

**Responsible Parties:**

Karla Hightower, Cowley County Extension Service  
Joan Cales, Winfield Public Library  
Master Food Volunteers  
Every Child Ready to Read Volunteers

**Completion Date:**

Spring 2008 – have volunteers trained  
Fall 2008/Winter 2009 – complete pilot program and evaluate.

**FOCUS AREA:** People**STRATEGY STATEMENT:** Goal 7 - 1 & 21 - 1

Develop and implement countywide public transportation services to address the mobility needs of residents who lack access to a personal automobile.

Improve services for seniors countywide by obtaining increased funding at the local level, countywide.

**OBJECTIVE:**

To ask the State Legislature to remove “Councils on Aging” statewide from paying state and/or local sales taxes on transportation vehicles purchased for use in their programs.

**PLAN OF ACTION:**

Contact State Senator and State House members in Cowley County to write legislation to remove “Area Agencies on Aging” from sales tax liability on vehicles purchased for program usage.

**ASSESSMENT METHODOLOGY:**

Successful passage of legislation by both houses of the State Legislature and signed into law by the Governor.

**RESPONSIBLE PARTY:**

Coordinated by designee of Cowley First – Sid Regnier  
State Legislators

**COMPLETION DATE:**

May 2008

**FOCUS AREA:** People**STRATEGY STATEMENT:** Goal 7 - 2 & 21 - 2

Develop and implement countywide public transportation services to address the mobility needs of residents who lack access to a personal automobile.

Improve services for seniors countywide by obtaining increased funding at the local level, countywide.

**OBJECTIVE:**

To determine what services and/or programs are meeting the needs of seniors, what services and/or programs need to be improved, and what services and/or programs need to be added.

**PLAN OF ACTION:**

Southwestern College and/or Cowley County Community College to develop and conduct a written survey in cooperation with the Senior Citizen Centers in Cowley County, evaluating current services and/or programs, and to determine if any services and/or programs need to be modified or added. Surveys will be distributed through the Senior Centers in the County. Survey results will be brought to Council on Aging and Senior Centers in County and recommended changes or additions will be discussed for implementation.

**ASSESSMENT METHODOLOGY:**

1. A multi-choice questionnaire will be developed, with space for comments, and any items of suggested improvement, suggested by 20% of the respondents, will be reviewed for possible implementation.
2. Any items of suggested additional services/programs, suggested by 20% of the respondents, will be reviewed for possible implementation.

**RESPONSIBLE PARTY:**

Sid Regnier and College Representatives

**COMPLETION DATE:** Summer, 2008

**FOCUS AREA:** People

**STRATEGY STATEMENT:** Goal 7 - 3 & 21 - 3

**STRATEGY STATEMENT:**

Improve services countywide by obtaining increased funding at the local level, countywide.  
Improve services for seniors countywide by obtaining increased funding at the local level, countywide.

**OBJECTIVE:**

To support the Cowley County Area Agency on Aging request to increase countywide tax support to one (1) mil, to help with funding programs and senior centers whose expenses are increasing and to maintain the status quo.

**PLAN OF ACTION:**

Identify people in the County to appear before the County Commission at their budget work sessions and open budget hearing to support the needed increase in Tax Revenues to support ongoing operations. To write letters of support of the mil levy increase requested by Area Agency on Aging.

**ASSESSMENT METHODOLOGY:**

1. Identify twelve people from the County to appear before the County Commission at their budget work session and/or budget hearing to support the increase requested by Area Agency on Aging.
2. Identify 40 people in the county to write letters to the County Commission in support of the mil levy increase for the Area Agency on Aging.

**RESPONSIBLE PARTY:**

Sid Regnier and Mary Woods

**COMPLETION DATE:** August, 2007

# COWLEY COUNTY ECONOMY

The strategies that follow are intended to contribute to sustaining and expanding the county's economic base in ways that support entrepreneurship, business retention, business development, workforce recruiting and development, regional partnerships, wealth retention, tourism promotion and downtown development.

## **Community Concerns:**

- Support home-grown business and industry
- Attract new business and industry
- Overcome barriers to successful workforce recruiting
- Stimulate and support entrepreneurship
- Provide incentives to develop more retail businesses
- Promote county tourism attractions and agri-tourism
- Strengthen regional economic partnerships
- Retain local wealth and direct it to future needs
- Continue to provide property tax exemption for new and expanding industry

## **Strategy Statements:**

8. Secure adequate, long-term funding for the Cowley First Economic Development Partnership
9. Retain and expand existing industry
10. Overcome barriers to successful workforce recruiting and development, especially in housing, child services and perceptions of quality of life
11. Promote entrepreneurship development through a network of services to stimulate and support startup business ventures
12. Promote rural development through expansion of tourism activities and initiatives in agri-tourism
13. Target and recruit new businesses and industries that will create jobs
14. Expand the number and variety of retail businesses in the county
15. Grow endowments for the purpose of retaining wealth in the community and directing its use to future community needs

**Team Captain:** Debra Teufel and Leroy Alsup

**Committee Volunteers:** Cowley First Advisory Committee

Doug Russell, Bruce Schwyhart, Dick Bonfy, John Sturd, Warren Porter, Kevin Kelly, John Mann, Janet Siebert, David Schaller, Dick Merriman, Lisa Roberts, Shawn McGrew, Lonnie Boyd, Rodger Steffen, Donna Martin, Chris Lette, Greg Thompson, Shandon Weston, Dan Deener, Dave Seaton, Roger Lungren

**FOCUS AREA:** Economy**STRATEGY STATEMENT:** Goal 8 - 1

Secure adequate, long-term funding and continue to refine and develop the Cowley First Economic Development Partnership.

**OBJECTIVE:**

The foundation for effective economic development at the local level is a sustained, multi-year, strategically coordinated effort that has the active involvement and investment from government, business and nonprofit entities working together. The Cowley First Partnership will be strengthened by converting to a public-private funded partnership with adequate funding that ensures a sustained effort for a minimum of five years, 2007 through 2011.

**PLAN OF ACTION:**

1. Target Funding Level- \$180,000 Annually:
  - City of Arkansas City- \$45,000
  - City of Winfield- \$45,000
  - Cowley County- \$45,000
  - Private Sector- \$45,000
2. An annual operating budget of \$180,000, committed through 2011, will enable Cowley First to hire a full-time program director with experience and expertise aligned with countywide priorities including entrepreneurship, business retention and rural development.
3. Cowley First and other organizations in our county should continue to develop closer ties and working relationships with state and regional economic organizations that can benefit our local efforts:
  - to serve our existing business and industry; assist us in recruiting new industries
  - provide a stronger unified regional voice on legislative issues
  - provide other avenues to garner a greater return on our limited resources and influence by working collaboratively.

**ASSESSMENT METHODOLOGY:**

1. Sustained budget of \$180,000 with five-year commitments from both public and private sector
2. Full-time staffed economic development organization which is engaged at the local, regional and state level, reporting monthly and annually to the Cowley First Advisory Committee and stakeholders with regular progress reports on the economic development priorities of the organization.

**RESPONSIBLE PARTY:**

Cowley First, Cities, County Government, Private Sector Funding Partners

**COMPLETION DATE:**

Professional Staffing complete 2007, Program funding and assessment-ongoing

**FOCUS AREA:** Economy**STRATEGY STATEMENT:** Goal 9 -1

Retain and expand existing business and industry

**OBJECTIVE:**

To maintain a business environment conducive to the stability and growth of local business and industry.

**PLAN OF ACTION:**

1. Develop a long term strategy to market local business and industry to our own residents, both for purposes of sales to consumers as well as employment opportunities for local residents.
2. Create a single database of all existing businesses in the county for ongoing communication of the tools available to assist businesses.
3. Cowley First in cooperation with the Chambers of Commerce and Cities should implement an ongoing business retention call program to regularly assess the needs of the business community.
4. Local units of government should continue to support property tax exemptions as well as other incentives to encourage the expansion of local business and industry within the county.
5. An incentive policy should be developed that is fair and consistent for new as well as existing businesses and Cowley First should provide encouragement to each of the cities to develop their own incentive policies as appropriate for each communities identity and development goals.
6. Cowley First will work with local industry through regular communication and business retention visits to identify local, state and federal programs that would benefit local companies who are planning expansion projects.
7. Cowley First will maintain a resource directory online that outlines the state and community resources available to assist businesses.
8. Cowley First and the Chambers of Commerce should aggressively pursue a unified legislative agenda that maintains a national, state and local pro-business environment.

**ASSESSMENT METHODOLOGY:**

1. Track economic indicators quarterly and annually.
2. Survey businesses annually regarding their needs and adjust economic development business retention programs to best match the needs of the local business community.
3. Report regularly to Advisory Committee on business retention issues.

**RESPONSIBLE PARTY:**

Cowley First, Chambers of Commerce, Cities and County Government

**COMPLETION DATE:**

Ongoing annually

**FOCUS AREA:** Economy**STRATEGY STATEMENT:** Goal 10 - 1

Overcome barriers to successful workforce recruiting and development, especially in housing, child services and perceptions of quality of life.

**OBJECTIVE:**

Increase and target resources to assist local business and industry in fulfilling their workforce needs.

**PLAN OF ACTION:**

1. Develop a countywide coalition of vision partners to address the significant barriers to employee recruitment that have been identified by local business and industry such as affordable housing, high drug abuse rates, daycare, technical training programs, quality of life such as limited retail shopping outlets and additional quality restaurants.
2. Ensure that local businesses are utilizing all of the State and Federal workforce programs that are available to them through the Kansas Department of Commerce and the Workforce Alliance of South Central Kansas. Work with the Workforce Alliance of South Central Kansas to refocus and redefine the programs and services to be offered at the Cowley County Workforce Development Center in the future.
3. Conduct regular workforce roundtable discussions with business and industry to identify workforce needs and make recommendations for resources matched to the specific local needs.
4. Encourage local businesses to take advantage of workforce training opportunities available through Cowley College and Southwestern College.
5. Support training programs that prepare local residents higher paying employment. Special emphasis should be placed on training targeted towards future employment opportunities for local youth by encouraging the USD's and colleges to maintain ongoing dialogue with business and industry regarding future workforce needs.
6. Encourage the USD's to maintain and grow the Work Ethic programs in our local schools to develop a future workforce pool that meets the needs and standards required by local business and industry.
7. Public/private partnership efforts should be developed to provide direct assistance to local business and industry in workforce recruitment. These efforts should include but not be limited to activities such as job fairs, recruitment videos and other programs which would supplement recruitment efforts.

**ASSESSMENT METHODOLOGY:**

1. Survey businesses annually regarding workforce issues.
2. Track local workforce economic indicators quarterly and assess ongoing programs to ensure they meet the changing workforce demographic in the county.

**RESPONSIBLE PARTY:**

Cowley First, Chambers of Commerce, Workforce Alliance, Cowley Workforce Center, Unified School Districts, Cowley College and Southwestern College

**COMPLETION DATE:**

Ongoing annually

**FOCUS AREA:** Economy**STRATEGY STATEMENT:** Goal 11 - 1

Promote entrepreneurship development through a network of services to stimulate and support the start-up of new business ventures.

**OBJECTIVE:**

We should enhance the entrepreneurship culture in Cowley County by providing a network of support services to encourage the start-up of new business ventures and enhance their prospects for long-term success.

**PLAN OF ACTION:**

1. Work with the private sector to stimulate development of a private for profit venture capital fund to provide entrepreneurs and local businesses with working capital loans not available from traditional financial institutions.
2. Establish a “One-a-year” Entrepreneur program using the venture capital fund as a resource to attract new ventures annually. A nationwide program should be developed to attract entrepreneurs to Cowley County. A complete program would include low cost building space, technical assistance and venture capital investment.
3. Develop an inventor center that provides technical assistance and business counseling for entrepreneurs to test and refine their product ideas.
4. Identify affordable lease space for new entrepreneurs and create a virtual incubator that is a support system to new businesses for their first two to five years.
5. Create a support network of technical assistance and business counseling to enhance the sustainability of new companies. The efforts of the Cowley College Business Industry & Entrepreneurship program should be supplemented with complementary programs such as QUAD Enterprise Facilitation, Small Business Development Center, SCKEDD, SCORE and Southwestern College.
6. Encourage an entrepreneurial culture in Cowley County which cultivates local entrepreneurs including students at the middle school and high school level by supporting the Work Ethic and Entrepreneurship programs within the local school systems.
7. Encourage development of additional services available to entrepreneurs through the Cowley College Entrepreneurship program and the Southwestern College Students in Free Enterprise (SIFE) program.

**ASSESSMENT METHODOLOGY:**

Report regularly to Advisory Committee

**RESPONSIBLE PARTY:**

Cowley First, Cowley College, Southwestern College

**COMPLETION DATE:**

Ongoing annually

**FOCUS AREA:** Economy**STRATEGY STATEMENT:** Goal 12 - 1

Promote rural development through expansion of tourism activities that includes new agritourism initiatives.

**OBJECTIVE:**

To encourage sustainable rural development throughout Cowley County.

**PLAN OF ACTION:**

1. Encourage the ABCDE Rural Life Task Force to continue to develop as a model for sustainable rural development and encourage business development and agritourism opportunities which are appropriate for the rural areas of Cowley County.
2. Create awareness and interest among tourism professionals who have potential to bring groups and motor coaches to Cowley County.
3. Encourage the CVB's and Chamber partners to market Cowley County as a tourist destination.
4. Provide ongoing business development workshops that help expand the resources to the rural area.
5. Enhance strategic regional partnerships to expand resources, influence and opportunities among area agritourism businesses including participation in the South Central Kansas Tourism Coalition and the Flint Hills Tourism Coalition.

**ASSESSMENT METHODOLOGY:**

1. Maintain ongoing collaboration with ABCDE leadership
2. Continue support for ongoing activities

**RESPONSIBLE PARTY:**

Cowley First, ABCDE Leadership, CVB's and Chambers of Commerce, Cowley County Tourism Coalition

**COMPLETION DATE:**

Ongoing annually

**FOCUS AREA:** Economy**STRATEGY STATEMENT:** Goal 13 - 1

Target and recruit new businesses and industries that will create high quality jobs.

**OBJECTIVE:**

Promote Cowley County as a location for prospective businesses with an emphasis on creation of high quality jobs that fit the labor pool in the area and will create a balanced and stable economy.

**PLAN OF ACTION:**

1. Identify business recruitment goals and work with the County, Cities and local developers to establish a coordinated incentive policy in accordance with each community's goals for business recruitment.
2. Continue the relationship with the Kansas Department of Commerce to respond to prospective industrial leads.
3. Continue to engage in regional marketing efforts through organizations such as the Greater Wichita Economic Development Coalition, to market Cowley County as a quality place for business growth.
4. Local units of government need to continue to provide property tax exemptions as well as other appropriate incentives to attract business and industry to locate in the county.
5. Identify and maintain a database of all state and local incentive programs available to assist local community recruitment efforts.
6. Continue to enhance local city, county, Chamber and Cowley First websites as a resource to promote the area to site selection consultants.

**ASSESSMENT METHODOLOGY:**

Report inquires and responses to Cowley First Advisory Committee  
Report to funding partners annually

**RESPONSIBLE PARTY:**

Cowley First, Cities, County Government, Chambers of Commerce

**COMPLETION DATE:**

Ongoing annually

**FOCUS AREA:** Economy**STRATEGY STATEMENT:** Goal 14 - 1

Expand the number and variety of retail businesses in the county.

**OBJECTIVE:**

Encourage the start-up of new commercial businesses and broaden the retail base in the county.

**PLAN OF ACTION:**

1. Cowley First should partner with local Chambers of Commerce, Cities, Main Street programs and other retail interests to develop a strategy for filling gaps in the existing retail market.
2. Utilize studies which have been conducted locally and regionally for retail market analysis to determine appropriate retail development policy.
3. Identify barriers to entry that exist for local startups or businesses that wish to grow locally and work with communities to overcome these barriers.
4. Provide web and printed resources outlining the process for business planning, funding, permitting, etc. to make the process for start up businesses seamless.
5. Work with local Chambers of Commerce and partners to establish a long-term marketing strategy in alignment with the needs of existing businesses community.
6. Encourage Chambers of Commerce and Main Street to conduct ongoing “shop local” campaigns and make residents aware of the benefits of increasing local trade capture and the impact it makes on the community.
7. Ensure the entrepreneurs are utilizing the programs available through Cowley College Entrepreneurship program as well as QUAD Enterprise Facilitation, in addition to other resources such as the SBA and Small Business Development Centers.

**ASSESSMENT METHODOLOGY:**

1. Annually analyze retail sales and local trade capture to determine growth in the retail trade.
2. Analyze vacancy rates annually and identify businesses to fill building vacancies appropriate for the market.
3. Report findings to Advisory Committee and other Boards

**RESPONSIBLE PARTY:**

Cowley First, Chambers of Commerce, Cities

**COMPLETION DATE:**

Ongoing annually

**FOCUS AREA:** Economy**STRATEGY STATEMENT:** Goal 15 - 1

Grow endowments for the purpose of retaining wealth in the community and directing its use to future community needs.

**OBJECTIVE:**

Wealth retention is a key strategy that will enable us to financially support, preserve and perpetuate the special and unique elements of Cowley County for future generations.

**PLAN OF ACTION:**

1. Partner with the Legacy Community Foundation to solicit funding for endowments to provide perpetual funding for business and community development purposes.
2. Create a civic attitude to encourage wealth retention as a key strategy that will enable the region to support and preserve its quality of life for future generations.
3. Utilize the findings of the Wealth Retention Study being conducted by the Kansas Health Foundation to determine the best approach for local retention programs.
4. Provide regular opportunity for wealth retention to be presented in forums such as the annual economic forum or workshops such as the HTC Model.

**ASSESSMENT METHODOLOGY:**

1. Work with Legacy Community Foundation representatives to determine appropriate wealth retention approaches and report progress annually.

**RESPONSIBLE PARTY:**

Cowley First  
Legacy Foundation

**COMPLETION DATE:**

Ongoing annually

# COWLEY COUNTY PLACE

The strategies that follow address the physical infrastructure and appeal of the community, including affordable, suitable housing, attractive visual appearance, appropriate development of transportation corridors, improvements in public transportation and expansion of air and rail services.

## **Community Concerns:**

- Clean up unsafe properties, trash and junk
- Make city entrances more attractive
- Provide more affordable housing
- Enhance the county's transportation infrastructure
- Protect and improve the natural environment
- Undertake more long range community planning

## **Strategy Statements:**

16. Improve the appearance of commercial, residential and public properties, with a priority for those areas first encountered by visitors to the community.
17. Improve and expand the availability of good quality, affordable housing for rental and home ownership.
18. Begin implementation of a plan for development of the Highway 77 corridor from the north to the south county borders.
19. Complete and implement regional and countywide transportation plans.
20. Provide reliable air and rail service for agricultural, commercial and industrial transport needs.
21. Develop and implement countywide public transportation services to address the mobility needs of residents who lack access to a personal automobile.
22. Protect and improve the natural environment and natural resources in the Cowley County region.

## **Team Captain: Sid Regnier**

## **Committee Volunteers:**

Roger Lungren, Rick Rush, Carol Daulton, Roger Maechtlen, Erv Knocke, Steve Archer, Zach Mohr, Gary Magnus, Mark Onley, Rod Haney, Warren Porter, Shawn McGrew, Joe Woodard, Randy Norris, Kevin Kelly, Dave Gallart, Jim Hendershot, Mary Woods, Phil Jarvis, Michael Bergagnini, Rick Kimbrel, and others.

**FOCUS AREA:** Place**STRATEGY STATEMENT:** GOAL 16 - 1

To improve the appearance of commercial, residential and public properties, with a priority for those areas first encountered by visitors to the community.

**OBJECTIVE:**

To improve the overall appearance of the community.

**PLAN OF ACTION:**

City and County Governments must take the lead in improving community and area appearances, particularly parks, entrances city owned buildings and vacant lands. Property owners do have rights, but also have a responsibility to not allow their property appearance to become a detriment to the neighborhood and community. Each City should evaluate their properties and entrances and develop a plan and schedule to improve the appearance of public property. Improvements should be initiated one property owner and one business at a time, with each taking personal responsibility for improving and maintaining its property. City and County governments must also consider strengthening zoning and nuisance codes, public education and when necessary, tougher enforcement.

**ASSESSMENT METHODOLOGY:**

- Plan developed and being followed.
- Number of complaints going down each year.

**RESPONSIBLE PARTY:**

City and County Commissions and appropriate administrator

**COMPLETION DATE:** October each year

**FOCUS AREA:** Place**STRATEGY STATEMENT:** GOAL 16 - 2

To improve the appearance of commercial, residential and public properties, with a priority for those areas first encountered by visitors to the community.

**OBJECTIVE:**

To improve the appearance of properties in need of repairs, winterization, and/or painting.

**PLAN OF ACTION:**

Establish a volunteer group in each community that can assist elder citizens and low income families with outward appearance problems with their properties. Volunteers would make minor repairs to outside of houses, provide labor to paint houses, weatherization projects, replace broken glass and screens, etc.

**ASSESSMENT METHODOLOGY:**

A yearly report on the number of houses where volunteer assistance was given and type of improvements that were made.

**RESPONSIBLE PARTY:**

Possibly an organization in each community could take this on as a project. Maybe cities could designate an employee to coordinate.

**COMPLETION DATE:** December each year

**FOCUS AREA:** Place**STRATEGY STATEMENT:** GOAL 16 - 3

Provide mentoring and leadership to promote diversity, reduce poverty and create a balanced economy.

**OBJECTIVE:**

Townships, Cities, and County Commission, and administrators should meet on a semi-annual basis to discuss various possibilities for consolidation of services provided to residents of the county that could improve efficiencies, save money and possibly reduce property taxes.

**PLAN OF ACTION:**

Cowley County Commission shall schedule meetings twice a year with the intent of identifying services, etc. that could be combined (consolidated) to make government more efficient and to reduce the unnecessary duplication of services.

**ASSESSMENT METHODOLOGY:**

First meeting called and held within 6 months of adoption of this objective. Second meeting called and held within 12 months of adoption of this objective. Additional meetings held as needed.

**RESPONSIBLE PARTY:**

Cowley County Administrator/Commission

**COMPLETION DATE:**

December, each year

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 17-1

Improve and expand the availability of good quality, affordable housing for rental and home ownership.

**OBJECTIVE:**

To provide a data bank of information for homeowners and renters in Cowley County, outlining various sources of information and grant funds to assist with the purchase of housing, including first time home buyers, and to assist in the improvement of an existing residence for current home owners.

**PLAN OF ACTION:**

Develop a link on Cowley First web-site giving a description of the various types of assistance available and funding application process for home improvement projects and first time home buyers.

**ASSESSMENT METHODOLOGY:**

- Link on web-site established with the latest information.
- Yearly hits on the web-site.
- Amount of grant funds received.
- Number of clients served in Cowley County.

**RESPONSIBLE PARTY:****COMPLETION DATE:**

December, 2007

Annual report prepared each January

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 18 - 1

Begin implementation of a plan for development of the Highway 77 corridor from north to the south county borders.

**OBJECTIVE:**

To develop a Highway 77 corridor plan through Cowley County to provide safe and efficient transportation for residents and non-resident travelers.

**PLAN OF ACTION:**

1. The Cities of Winfield and Arkansas City in cooperation with The Cowley County Commission and KDOT will develop a plan to improve the traffic flow through Cowley County on Highway 77, which will include evaluating the use of roundabouts, closing various accesses to the highway, and widening the highway north of Winfield to the K-15 exit to four lanes.
2. A task force comprised of County residents will be established to work on a design for the corridor.
3. Once a plan is developed a series of public meetings will be held to solicit comments on the proposed plan and ideas for improvement.
4. Develop a final plan for the Highway 77 corridor through Cowley County and submit to KDOT for inclusion in their request for State funding.

**ASSESSMENT METHODOLOGY:**

1. A county-wide taskforce will be appointed to develop the plan.
2. A series of public meetings will be held to solicit reaction and suggested improvements to the plan.
3. The final plans will be submitted to KDOT for approval and funding.

**RESPONSIBLE PARTY:**

- Cities of Winfield and Arkansas City
- Cowley County Commission
- KDOT

**COMPLETION DATE:** Fall 2007

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goals 18 - 2

Begin implementation of a plan for development of the Highway 77 corridor from the north to the south county borders.

**OBJECTIVE:**

To design and seek KDOT funding for a north/south bypass around the city of Winfield.

**PLAN OF ACTION:**

To evaluate and design the best location for a highway 77 bypass around the City of Winfield.

**ASSESSMENT METHODOLOGY:**

1. Task force appointed to evaluate and design the best location for the bypass.
2. Public meetings held for reaction to the design of the bypass and suggested improvements.
3. Final plan submitted to KDOT for requested funding.

**RESPONSIBLE PARTY:**

- Highway 77 Task force
- City of Winfield
- Cowley County Commission
- KDOT

**COMPLETION DATE:** 2007

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 18 - 3

Begin implementation of a plan for development of the Highway 77 corridor from north to the south county border.

**OBJECTIVE:**

To improve the safety and efficiency of the highways in Cowley County and beyond and to encourage tourist to travel in our areas.

**PLAN OF ACTION:**

Encourage Highway 77 corridor expansion and improvements with Kay County, OK and ODOT, and Butler County, KS and KDOT and Sedgwick County, KS. and WAMPO.

**ASSESSMENT METHODOLOGY:**

Meetings held semi-annually with Kay, Butler and Sedgwick Counties to identify projects that should be reviewed with the State Departments of Transportation and request made to be inserted into the DOT's request for project approval and funding.

**RESPONSIBLE PARTY:**

- Erv Knocke
- Warren Porter
- Doug Russell

**COMPLETION DATE:** Annual report January, each year.

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 19 - 1

Complete and implement regional and countywide transportation plans.

**OBJECTIVE TO COMPLETE:**

Increase access to transportation.

**PLAN OF ACTION:**

1. Establish regularly scheduled public transportation (not be pre-arranged call-ins).
2. Explore opportunities for funding of transportation vouchers that agencies could offer to low income consumers.

**ASSESSMENT METHODOLOGY:**

1. Regularly scheduled public transportation route in at least one city in County.
2. Number of individuals using regularly scheduled transportation system.
3. Number of vouchers provided to agencies.
4. Number of vouchers used by lower income individuals.

**RESPONSIBLE PARTY:**

1. Appoint an individual to follow up with current transportation providers within the county to explore the feasibility of starting a regularly scheduled route of public transportation and/or explore potential new funding for this.
2. The availability of creating and funding will also be discussed. Costs may involve publicizing how to gain access to the vouchers.

**COMPLETION DATE:**

1. Appoint someone to oversee the task within 3 months.
2. A meeting with current transportation providers will be held within six months to discuss the pros/cons/process of starting a regularly scheduled transportation service.
3. If pursued, a timeline will be developed within one year. Vouchers being given to low income workers will also be explored and a system set up to accomplish this include, publicizing how to gain access to the vouchers. This will begin within one year.

**FOCUS AREA:** Place

**STRATEGY STATEMENT:** Goal 19 - 2

Complete and implement regional and countywide transportation plans.

**OBJECTIVE:**

To develop a plan to allow for the efficient and safe flow of traffic in and through Cowley County.

**PLAN OF ACTION:**

To develop a plan to widen the shoulders of Highway 160 east of Winfield to the Burden corner to enhance the safety of travelers.

**ASSESSMENT METHODOLOGY:**

To submit a plan to KDOT for the widening of the shoulders on Highway 160 east of Winfield.

**RESPONSIBLE PARTY:**

- Cowley County Commission
- City of Winfield
- KDOT

**COMPLETION DATE:** Summer 2009

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 19 - 3

Complete and implement regional and countywide transportation plans.

**OBJECTIVE:**

To develop a plan to allow for the efficient and safe flow of traffic in and through Cowley County.

**PLAN OF ACTION:**

To install road sign at various locations throughout the county warning people of the dangers when water is over the road. The signs shall read:

“HIGH WATER  
TURN AROUND  
DON’T DROWN”

The locations for the signs shall be determined from historical data and known roads in the cities and county that have a tendency to overflow after heavy rains.

**ASSESSMENT METHODOLOGY:**

Ordering of the signs and placing them at the various locations throughout the County.

**RESPONSIBLE PARTY:**

- County Engineer
- KDOT
- Governing bodies of the various cities and towns in Cowley County.

**COMPLETION DATE:** April 2008

**FOCUS AREA:** Place

**STRATEGY STATEMENT:** Goal 20 – 1

Provide reliable air and rail service for agricultural, commercial and industrial transport needs.

**OBJECTIVE:**

To support the needs of area agricultural, commercial, and industrial businesses in their usage of rail service to ship and receive commodities and products at a reasonable cost.

**PLAN OF ACTION:**

To maintain communications with area agricultural, commercial and industrial businesses to be aware of their needs regarding rail services and to help keep open lines of communications with rail service providers in Cowley County.

**ASSESSMENT METHODOLOGY:**

Annually survey county agricultural, commercial, and industrial clients who presently use rail service to ship or receive commodities or products to ascertain continued use of rail service, problems encountered and assistance needed from Cowley First to support their needs.

**RESPONSIBLE PARTY:**

Cowley First

**COMPLETION DATE:** December, each year.

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 20 - 2

Provide reliable air and rail service for agricultural, commercial and industrial transport needs.

**OBJECTIVE:**

To maintain and/or expand commercial passenger air service for commercial and industrial clients, at a reasonable cost under the Kansas Affordable Airfares Program.

**PLAN OF ACTION:**

To continue to support the REAP subsidy program for economical commercial airline passenger rates at Mid Continent Airport in Wichita and other Kansas airports. Encourage our Cowley County legislators to continue to support the grant funding from the State of Kansas.

**ASSESSMENT METHODOLOGY:**

1. When requested have the Cities of Arkansas City and Winfield write letters of support to continue grants for Mid Continent Airport under REAP request for proposals.
2. To contact the Cowley County Legislators to request their continued support for the State funding for Regional Economic Area Partnership (REAP) for the Kansas Affordable Airfares Program.
3. To encourage the Cities of Winfield and Arkansas City to continue their funding support and remain members of REAP, and encourage other public entities and business and industry participation.

**RESPONSIBLE PARTY:**

Strother Field, Cowley First

**COMPLETION DATE:** Winter, each year.

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 20 - 3

Provide reliable air and rail service for agricultural, commercial and industrial transport needs.

**OBJECTIVE:**

To continue with the improvements at Strother Field Airport according to the Master Plan approved by the FAA.

**PLAN OF ACTION:**

To have the Strother Field Commission review and approve the (Five Year CIP) Five Year Capital Improvement Plan, (LRNA) Long Range Needs Assessment, the (ODO's) Overall Development Objectives, and (CIP) Capital Improvement Plan data sheets as requested by the FAA for eligibility to receive Federal Funds through the current Airport Improvement Program, by being listed on the (NPIAS) National Plan of Integrated Airport Systems. The Commission will budget funds for grant matching, pavement maintenance and other airport improvements.

**ASSESSMENT METHODOLOGY:**

1. At least annually the Strother Field Manager will review the improvement project (s) with the commission that has/have been completed.
2. The manager will review the ACIP data sheets for the Airport with the Commission for the upcoming year and the suggested funding available to complete the plan.
3. The manager will also review the Five-Year CIP, LRNA, and the ODO's every three years with the Commission for their input on the feasibility to complete each years improvement projects and suggested funding.

**RESPONSIBLE PARTY:**

Strother Field Manager

**COMPLETION DATE:** Spring, each year.

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 20 - 4

Provide reliable air and rail service for agricultural, commercial and industrial transport needs.

**OBJECTIVE:**

To support the endeavor to determine the feasibility of expanding AMTRAK passenger service on a north-south route through Cowley County and the possibility of a passenger stop in the county.

**PLAN OF ACTION:**

The transportation committees of the Arkansas City and Winfield Chamber of Commerce will write letters to the proper authorities regarding the expansion of AMTRAK passenger service through Cowley County, attend public input meetings, and to provide information and data requested by the AMTRAK authority.

**ASSESSMENT METHODOLOGY:**

At least semi-annually letters of support for the expansion of AMTRAK through Cowley County should be filed with the proper railroad authority.

**RESPONSIBLE PARTY:**

Transportation committees of the Arkansas City and Winfield Chamber of Commerce

**COMPLETION DATE:** Fall and Spring, each year.

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 20 – 5

Provide reliable air and rail service for agricultural, commercial and industrial transport needs.

**OBJECTIVE:**

To promote and market Strother Field Airport and Industries to the community and regionally.

**PLAN OF ACTION:**

To plan and organize a Strother Field Days celebration, including an air show, to promote and market Strother Field Airport and industries to a regionally audience.

**ASSESSMENT METHODOLOGY:**

Success will be determined by the attendance at the Strother Field Days celebration: up to 2,500 people—GOOD, 3,500 people—VERY GOOD, and 4,500 people—EXCELLENT. Additionally, verbal feedback from attendees will be solicited.

**RESPONSIBLE PARTY:**

Strother Field Commission, with the Strother Field Manager and his staff taking the lead

**COMPLETION DATE:** Summer, 2007, then every 2-3 years.

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 21 - 1 & 7 - 1

Develop and implement countywide public transportation services to address the mobility needs of residents who lack access to a personal automobile.

Improve services for seniors countywide by obtaining increased funding at the local level, countywide.

**OBJECTIVE:**

To ask the State Legislature to remove “Councils on Aging” statewide from paying state and/or local sales taxes on transportation vehicles purchased for use in their programs.

**PLAN OF ACTION:**

Contact State Senator and State House members in Cowley County to write legislation to remove “Area Agencies on Aging” from sales tax liability on vehicles purchased for program usage.

**ASSESSMENT METHODOLOGY:**

Successful passage of legislation by both houses of the State Legislature and signed into law by the Governor.

**RESPONSIBLE PARTY:**

Coordinated by designee of Cowley First – Sid Regnier  
State Legislators

**COMPLETION DATE:**

May 2008

**FOCUS AREA:** Place**STRATEGY STATEMENT:** Goal 21 - 2 & 7 - 2

Develop and implement countywide public transportation services to address the mobility needs of residents who lack access to a personal automobile.

Improve services for seniors countywide by obtaining increased funding at the local level, countywide.

**OBJECTIVE:**

To determine what services and/or programs are meeting the needs of seniors, what services and/or programs need to be improved, and what services and/or programs need to be added.

**PLAN OF ACTION:**

Southwestern College and/or Cowley County Community College to develop and conduct a written survey in cooperation with the Senior Citizen Centers in Cowley County, evaluating current services and/or programs, and to determine if any services and/or programs need to be modified or added. Surveys will be distributed through the Senior Centers in the County. Survey results will be brought to Council on Aging and Senior Centers in County and recommended changes or additions will be discussed for implementation.

**ASSESSMENT METHODOLOGY:**

3. A multi-choice questionnaire will be developed, with space for comments, and any items of suggested improvement, suggested by 20% of the respondents, will be reviewed for possible implementation.
4. Any items of suggested additional services/programs, suggested by 20% of the respondents, will be reviewed for possible implementation.

**RESPONSIBLE PARTY:**

Sid Regnier and College Representatives

**COMPLETION DATE:** Summer, 2008

**FOCUS AREA:** Place

**STRATEGY STATEMENT:** Goal 21 - 3 & 7 - 3

**STRATEGY STATEMENT:**

Improve services countywide by obtaining increased funding at the local level, countywide.  
Improve services for seniors countywide by obtaining increased funding at the local level, countywide.

**OBJECTIVE:**

To support the Cowley County Area Agency on Aging request to increase countywide tax support to one (1) mil, to help with funding programs and senior centers whose expenses are increasing and to maintain the status quo.

**PLAN OF ACTION:**

Identify people in the County to appear before the County Commission at their budget work sessions and open budget hearing to support the needed increase in Tax Revenues to support ongoing operations. To write letters of support of the mil levy increase requested by Area Agency on Aging.

**ASSESSMENT METHODOLOGY:**

3. Identify twelve people from the County to appear before the County Commission at their budget work session and/or budget hearing to support the increase requested by Area Agency on Aging.
4. Identify 40 people in the county to write letters to the County Commission in support of the mil levy increase for the Area Agency on Aging.

**RESPONSIBLE PARTY:**

Sid Regnier and Mary Woods

**COMPLETION DATE:** August, 2007

**FOCUS AREA:** Place**STRATEGY STATEMENT:** GOAL 22 - 1

Protect and improve the natural environment and natural resources in the Cowley County region.

**OBJECTIVE:**

To be sure that all communities and rural water districts have a second (backup) source of water.

**PLAN OF ACTION:**

Encourage communities and rural water districts in Cowley County with only one source of water supply, to seek an alternative source in case of serious contamination to the main source of water, and to develop a plan to identify and implement a plan for the second source of useable water.

**ASSESSMENT METHODOLOGY:**

County Commission shall survey each community and rural water district to determine whether they have a second source of useable water supply. Those communities or rural water districts that do not have a second source of useable water supply, shall provide a written plan to outline steps to be followed to achieve a second source of water.

**RESPONSIBLE PARTY:**

Cowley County Civil Defense Director  
Cowley County Commission  
Water District Boards

**COMPLETION DATE:** May 2010

**FOCUS AREA:** Place

**STRATEGY STATEMENT:** GOAL 22 - 2

Protect and improve the natural environment and natural resources in the Cowley County region.

**OBJECTIVE:**

To receive increased funding from State and Federal Sources for various water improvement projects.

**PLAN OF ACTION:**

To make contact with and work with a variety of state and federal agencies, Governor, and legislators to seek increased funding to support the various water improvement projects of the county and surrounding area, such as: construction of additional watershed structures, capping of old gas and oil wells, for control and elimination of mussels in area lakes and streams, and to provide communities and rural water districts with additional funds necessary to make upgrades to water treatment facilities.

**ASSESSMENT METHODOLOGY:**

**RESPONSIBLE PARTY:**

City Water offices  
Water District Boards  
Rodger Black

**COMPLETION DATE:** May 2010

# COWLEY COUNTY HEALTH

The strategies that follow are intended to promote the physical and mental health of people of all ages who live and work in the county. The strategies include preventing disease and disability, improving access to quality, full service health care and reducing substance abuse.

## **Community Concerns:**

- Address the drug abuse problem
- Expand substance abuse prevention
- Improve the availability of affordable health care
- Provide and encourage more recreation opportunities for young people
- Reduce child abuse

## **Strategy Statements:**

23. Reduce drug and alcohol abuse among youth and adults in Cowley County through strengthened prevention initiatives, expanded mentoring opportunities and aggressive law enforcement and judicial responses to offenders.
24. Offset the attraction to alcohol and illegal drugs by expanding recreation and other programs for young people and adults.
25. Promote the physical and mental health of residents through expansion of public facilities and programs to encourage, walking, jogging, biking and community gardening.
26. Establish accessible free or low-cost medical clinics in Winfield and Arkansas City.
27. Increase access to health insurance in Cowley County
28. Increase the number of healthcare professionals in Cowley County.
29. Undertake a public education campaign for a countywide tobacco free environment in public spaces and the elimination of youth access to tobacco products.
30. Reduce the historically high incidence of confirmed child abuse in Cowley County.
31. Reduce the health threat from childhood obesity through school programs that increase physical activity and promote healthy nutrition choices.
32. Protect the quality of our air and water, and continue to provide adequate quantities of water for Cowley County.

**Team Captains:** Linda Young and David Brazil

**Committee Volunteers:** Don Read, Jennifer Joseph, Tex Gough, Christopher Smith, Melody Pappan, Dan Huntly, Frances Browning, Dave Seaton, Jay Hammer, Kathy Ulbrich, Seth Bate, Jenifer Bate, David Brazil, Dr. Tressure Wehner, Dr. Robert White, Dr. Bruce Wells, Sharon Hanlin, Dr. Nick Rogers, Dr. Nathan Niles, Dr. Toney Watkins, Ronnie Mastroantonio (?), Marsha Donals, Julie Hichenbotton, Pam White, Shannon Thom-Martin, Kieli Thompson, Van Coble, Robert Mathews, Vicki Harvey, Jennifer Love, Mike Ledy, Mary Jarvis, Judge Nick St. Peter, Lea Abbey, Cathy Oller, Sarah O'Donnell, Cami Birdwell, Cheryl Tolson, Melany Sarnacki, Jim McGuire, Jeremy Nelson, Mae Wells, Barry Barber, and others.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 23 -1

Reduce drug and alcohol abuse among youth and adults in Cowley County through strengthened prevention initiatives, expanded mentoring opportunities and aggressive law enforcement and judicial responses to offenders.

**OBJECTIVE:**

Prevention Initiatives

**PLAN OF ACTION:**

The development of experiential prevention programs, such as “Every 15 Minutes” (see [www.every15minutes.com](http://www.every15minutes.com)) that are conducted at local schools.

**ASSESSMENT METHODOLOGY:**

Team Trained and first program conducted

**RESPONSIBLE PARTY:**

Recruit a team that consists of law enforcement, school staff, mental health, etc; to investigate program options, explore funding possibilities such as grants and sponsorships, and to coordinate implementation.

**COMPLETION DATE:**

The first program will take place within the 2007-2008 school year.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 23 -2

Reduce drug and alcohol abuse among youth and adults in Cowley County through strengthened prevention initiatives, expanded mentoring opportunities and aggressive law enforcement and judicial responses to offenders.

**OBJECTIVE:**

Strengthened Prevention/Intervention Initiatives

**PLAN OF ACTION:**

Encourage local intervention agencies to utilize evidence-based practices.

It is proposed that local intervention agencies be asked to provide annual reports describing the evidence-based practices they are utilizing to major referral sources, including the courts, probation services, youth services, and SRS.

Referral sources could then utilize this information when choosing where to require their clients to obtain services.

**ASSESSMENT METHODOLOGY:**

Number of reports received by the local interventions agencies

**RESPONSIBLE PARTY:**

Appoint someone (possibly a volunteer) to oversee the requesting of the report and the distribution of the reports once received.

**COMPLETION DATE:**

The first report will be requested after the end of the Fiscal Year (July 1<sup>st</sup> each year) with a due date of July 31<sup>st</sup>.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 23 -3

Reduce drug and alcohol abuse among youth and adults in Cowley County through strengthened prevention initiatives, expanded mentoring opportunities and aggressive law enforcement and judicial responses to offenders.

**OBJECTIVE:**

Pro-active (aggressive) law enforcement

**PLAN OF ACTION:**

Assess the need for additional law enforcement personnel and equipment to meet the needs in enforcing the drug and alcohol laws in Cowley County.

**ASSESSMENT METHODOLOGY:**

- a. Local law enforcement agencies will be surveyed regarding portion of personnel time spent on drug and alcohol-related offenses, number of drug and alcohol-related calls answered, number of drug and alcohol cases worked, number of drug and alcohol cases filed, number of drug and alcohol arrests, etc, to determine if an increase in personnel is needed
- b. City and County Commissioners will be provided with the information gathered from the law enforcement agencies
- c. New positions will be created and equipment purchased, if need identified

**RESPONSIBLE PARTY:**

Obtain the staffing needs information from the local law enforcement agencies and the perspective law enforcement department head will make a presentation to the City and County Commissioners.

**COMPLETION DATE:**

If determined to be needed, new staff will be hired during the 2008-2009 budget year.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 23 – 4

Reduce drug and alcohol abuse among youth and adults in Cowley County through strengthened prevention initiatives, expanded mentoring opportunities and aggressive law enforcement and judicial responses to offenders.

**OBJECTIVE:**

Aggressive law enforcement and judicial responses to offenders

**PLAN OF ACTION:**

1. Educating Cowley County residents about sentencing guidelines in order to reduce the public's misperception that the court system does not impose severe enough sentences on drug-related charges.
2. It is proposed that the various branches of the legal system (judges, County Attorney, law enforcement, and supervision officers) write articles to be published (one agency per quarter) on Cowley County's website and in local newspapers that explain judicial processes, such as sentencing guidelines and the how these dictate the sentences that can be imposed.

**ASSESSMENT METHODOLOGY:**

- a. Number of newspapers purchased on the date of publication
- b. Number of hits on website page

**RESPONSIBLE PARTY:**

Recruit members of the criminal justice system to write the articles and will ensure that the articles are published in the local papers and on the website.

**COMPLETION DATE:**

An article will be written in the months of January, April, July and October.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 23 - 5

Reduce drug and alcohol abuse among youth and adults in Cowley County through strengthened prevention initiatives, expanded mentoring opportunities and aggressive law enforcement and judicial responses to offenders.

**OBJECTIVE:**

Aggressive law enforcement and judicial responses to offenders

**PLAN OF ACTION:**

1. Educating Cowley County residents about arrest and conviction rates in connection with drug-related crimes in order to reduce the public's misperceptions that such crimes are not pursued by law enforcement or prosecuted by the County Attorney's office.
2. It is proposed that the arrest and conviction rates of drug related crimes be reported on Cowley County's website and in local newspapers, at least on a quarterly basis.

**ASSESSMENT METHODOLOGY:**

- a. Number of newspapers purchased on the date of publication
- b. Number of hits on website page

**RESPONSIBLE PARTY:**

County Attorney's office

**COMPLETION DATE:**

By the 15<sup>th</sup> day of the month following the end of a quarter.

<u>Period</u>	<u>Reporting Date</u>
First Quarter (Jan-March)	April 15
Second Quarter (April-June)	July 15
Third Quarter (July-Sept.)	October 15
Fourth Quarter (Oct.-Dec.)	January 15

The first reporting will occur after the First Quarter of 2008.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 23 - 6

Reduce drug and alcohol abuse among youth and adults in Cowley County through strengthened prevention initiatives, expanded mentoring opportunities and aggressive law enforcement and judicial responses to offenders.

**OBJECTIVE:**

Prevention/Intervention initiatives

**PLAN OF ACTION:**

1. Strengthen existing programs through increasing community awareness and utilization.
2. Generate resource that lists, briefly describes and gives access numbers to local drug and alcohol prevention and intervention programs.
3. Place list at strategic locations throughout the county (a list of locations where SRS has placed resource information has been developed, which can be used as a starting point. Additional placement sites should include the court houses, police departments, community corrections, and youth services).
4. Distribute list to parents at the beginning of the school year.
5. List should also be included in new resident "Welcome" packets that are distributed through the Chambers in Arkansas City and Winfield and rural communities.

**ASSESSMENT METHODOLOGY:**

Number of resource lists distributed

**RESPONSIBLE PARTY:**

Appoint someone (possibly a volunteer) to oversee the creation of the resource list, the initial distribution and re-stocking. This strategy should be coordinated with 27-2. Costs will include copying, mailing and travel costs to create/distribute/re-stock and pamphlet holders for displaying.

**COMPLETION DATE:**

The Resource List will be created within three months and distributed to all of the targeted sites within the first month after its creation. Re-stocking will occur once a month. The appointee to the project will update the Resource List twice annually.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 24 - 1

Offset the attraction to alcohol and illegal drugs by expanding recreation and other programs for young people.

**OBJECTIVE:**

Expanding Recreation

**PLAN OF ACTION:**

1. Developing recreational programs that will appeal to youth and that are offered during critical times.
2. Possible activities include the following:
  - a. DARE Dance Program (see attached)
  - b. Team Sports
  - c. Talent-type competitions, such as Cowley County Idol, Dancing with the Stars, Dance Offs, Cowley County Survivor
  - d. Art Shows
3. These activities could be offered on Friday and Saturday nights during critical hours (9:00pm – curfew). Local volunteers could be recruited to help assist in the programs, such as coaches, drama and choir students from SWC and CCCC, and dance students. For the competition-type programs, they could be held over a series of weekends and contestants could be eliminated through audience vote until a winner is chosen. The support of local newspapers and radio stations could be sought to market and cover the events. To help ensure youth participation a survey could be conducted to help determine what types of activities to offer.

**ASSESSMENT METHODOLOGY:**

Number of youth who participate and attend

**RESPONSIBLE PARTY:**

A committee would be identified that consists of the recreation staff, faculty and students from SWC and CCCC, local coaches, and student representatives to develop and implement the various programs. Local companies could be recruited to sponsor events.

**COMPLETION DATE:**

The first program will take place within the 2007-2008 school year.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 25-1

Promote the physical and mental health of residents through expansion of public facilities and programs to encourage walking, jogging, biking and community gardening.

The Exercise and Nutrition Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified, but is expected to come through agency partnerships. Potential grant funding may become available.

**OBJECTIVE:**

Support use of existing public trails within Cowley County. Support future development of public hiking and biking trails that directly connect our communities.

**PLAN OF ACTION:**

1. Volunteer Groups:
2. City-Cowley County Health Department.
3. Vision 20/20 Exercise and Nutrition Team
4. Resources:
5. City of Winfield/Winfield City Lake – Existing trails
6. City of Arkansas City – Existing trails
7. Camp Horizon – Existing trails
8. City-Cowley County Health Department – Printed information, volunteer staffing
9. Vision 2020 – Mailing costs, volunteer staffing
10. Activities:
11. Conduct stakeholder work-sessions to inventory all existing walking or biking trails within Cowley County.
12. Develop county-wide trail stakeholder volunteer base
13. Create web based trail information resource

**ASSESSMENT METHODOLOGY:**

1. Provide stake-holder meeting minutes to Cowley First
2. Utilize web page use counter.
3. Utilize web page “ease of use” survey.

**RESPONSIBLE PARTY:**

1. City-Cowley County Health Department.
2. Vision 20/20 Exercise and Nutrition Team
3. Partnership Stake-holders

**COMPLETION DATE:**

1. Conduct stakeholder work-sessions to inventory all existing walking or biking trails within Cowley County. **BY: October 15, 2007**
2. Develop county-wide trail stakeholder volunteer base. **BY: October 15, 2007**
3. Create web based trail information resource. **BY: May 15, 2008**

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 25-2

Promote the physical and mental health of residents through expansion of public facilities and programs to encourage walking, jogging, biking and community gardening.

The Exercise and Nutrition Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified, but is expected to come through agency partnerships. Potential grant funding may become available.

**OBJECTIVE:**

Develop free access community gardens in cities throughout the county wishing to participate.

**PLAN OF ACTION:**

1. Form a county-wide community garden trustee board and utilize identified resources
2. Locate vacant lots or “brownfields” to be redeveloped as neighborhood gardens.
3. Acquire vacant lots
4. Develop use and access policies
5. Develop/construct garden infrastructure: soils, water, signage, shared use tools and fencing.
6. Develop neighborhood garden pride competition program. Include individual gardens.
7. Promote use of neighborhood gardens and garden pride programs.

**ASSESSMENT METHODOLOGY:**

1. Provide trustee board minutes to Cowley First
2. Record the number users per community

**RESPONSIBLE PARTY:**

1. City-Cowley County Health Department – David Brazil
2. Trustee Board
3. Vision 20/20 Exercise and Nutrition Team – Dave Seaton, Jay Hammer, Seth Bate, Ruth G., Kathy Ulbrich

**COMPLETION DATE:**

1. Form a county-wide community garden trustee board. **BY: November 15, 2007**
2. Locate vacant lots or “brownfields” to be redeveloped as neighborhood gardens. **BY: March 15, 2008**
3. Acquire vacant lots. **BY: August 15, 2008**
4. Develop use and access policies. **BY January 1, 2009**
5. Develop/construct garden infrastructure: soils, water, signage, shared use tools and fencing. **BY: March 15, 2009**
6. Develop neighborhood garden pride competition program. Include individual gardens. **BY January 1, 2009**
7. Promote use of neighborhood gardens and garden pride programs. **BY: March 15, 2009**

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 26 - 1

Establish accessible free or low cost medical clinics in Cowley County

**SUMMARY STATEMENT:**

According to recent statistics received by the Kansas Department of Health and Environment, Cowley County has 4,344 uninsured residents which equates to 14.28% of the total county population. Our county is ranked 18<sup>th</sup> in the State for having the highest number of uninsured individuals residing in their county. Out of the 20 counties that have the highest number of uninsured residents, all but four counties, to include Cowley, have established free or low income clinics.

**OBJECTIVE:**

Before establishing a clinic, further work is needed to thoroughly evaluate the need for this in our county.

**PLAN OF ACTION:**

1. Current statistics indicate that the county needs to be proactively evaluating whether or not a low income clinic should be established.
2. A specific needs survey will need to be pursued to gather data to move forward with implementation of the project. (This survey also is the basis used to help apply for grants.) A planning grant may be pursued to help underwrite survey costs.
3. It appears the county may also want to consider partnering with other counties (Elk, Chautauqua or Sumner) to increase the likelihood of eligibility for funding.
4. Efforts will need to be made to educate medical providers (physicians/dentists/hospitals, etc) to gain their "buy in" of the project. This includes presentation of the need, data, benefits of establishing clinic and how this benefits our community.
5. An evaluation of how a clinic would impact current Rural Health Clinics already established in the area if also needed.
6. A full time Director will need to be hired to: (not inclusive list)

**ASSESSMENT METHODOLOGY:**

1. Exploration with the Kansas Association for the medically underserved.
2. Implementation of community survey.
3. Number of presentations given to community (if project is pursued).
4. Establishment of clinics (if project pursued).
5. Number of individuals utilizing clinic (if project pursued).

**RESPONSIBLE PARTY:**

Local committee

Assistance from Kansas Association for the Medically Underserved

**COMPLETION DATE:**

1. Contact the Kansas Association for the medically underserved to schedule a meeting by July 2009.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 27 - 1  
Increase access to health insurance in Cowley County

**SUMMARY STATEMENT:**

Many Cowley County residents lack adequate health insurance coverage and as a consequence, lack adequate health care. In many cases these individuals are fully employed, but their employers are not able to offer a health insurance benefit. The State of Kansas currently has a governor who has named health care as one of her major platform issues. Recently, the Kansas Health Policy Authority was created in the 2005 Legislative session. This Authority was built on Governor Sebelius' Executive Reorganization order and created a nine member Board and Executive Director to govern health policy in Kansas.

**OBJECTIVE:**

A local task force will be formed to actively work with our U.S. and State Legislators to facilitate health care reform in our county and follow-up on pertinent health issues identified by the task force. Health Care Reform for the purpose of this committee will encompass the six vision principles, with an emphasis being placed on prevention initiatives to promote healthy lifestyles, making coverage affordable/accessible to small businesses, looking at initiatives to expand coverage and if possible, look at the implementation of universal health care coverage.

**PLAN OF ACTION:**

1. A local health care task force will be appointed.
2. Engage participation from U.S. and State Legislators and the Kansas Health Policy Authority so that clear direction can be given regarding health care reform.
3. The task force will follow-up on the six vision principles and areas emphasized above and implement any recommendations for follow-up.

**ASSESSMENT METHODOLOGY:**

1. A local health care task force will be appointed.
2. Number of meetings held within first year.
3. Items pursued and accomplished by group.

**RESPONSIBLE PARTY:**

Local task force

**COMPLETION DATE:**

1. A local health care task force will be appointed by December 2007.
2. Have first task force meeting by September 2008.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 27 - 2

Increase access to health insurance in Cowley County

**SUMMARY STATEMENT:**

It appears several residents in the county are unaware of the various health care resources/programs that are available.

**OBJECTIVE:**

Increase the public's knowledge of the various health care resources/programs that are available in our county through print & brochure distribution.

**PLAN OF ACTION:**

1. Since SRS has already established many locations throughout the county to distribute information about their programs, it would be recommended that information about health care be located in same locations throughout the county (see attached list). The list should also be reviewed to determine if there would be additional locations to add (such as William Newton Hospital, etc).
2. Sites would need to be contacted to confirm their agreement to distribute the material.
3. Information (brochures, etc.) will be collected from the various agencies.
4. The information would need to be distributed (re-stocked) at least twice yearly.
5. Pamphlet holders/display cases would need to be purchased to hold the materials.
6. Health care information should be distributed to new residents relocating to our county.
7. The Chambers in Arkansas City and Winfield will add health care information to their "Welcome" packets and distribute the information to any new resident coming into the chamber.
8. Since there are no chambers in the smaller communities, the mayor in the smaller communities will establish procedures in their communities to use to insure the dissemination of health materials to new residents that re-locate to their towns.

**ASSESSMENT METHODOLOGY:**

1. Number of sites agreeing to distribute information.
2. Amount of information distributed.

**RESPONSIBLE PARTY:**

An appointment will be made of someone (possible volunteer) to oversee this task. A volunteer will contact the Chambers Presidents and Mayors to coordinate implementation of the objective. This strategy should be coordinated with 23-6. Costs may include the purchase of pamphlet holders. Mailing costs and/or travel costs to re-stock/re-distribute materials. Cost for staff member to establish/maintain sites and keep information current, if a volunteer is not found.

**COMPLETION DATE:**

1. An appointment of someone to oversee this task by March 2008.
2. The representative will contact potential display sites by July 2008.
3. The representative will distribute information (brochures etc.) to sites within nine months.
4. The representative will update information twice yearly.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 27 - 3

Increase access to health insurance in Cowley County

**SUMMARY STATEMENT:**

It appears several residents in the county are unaware of the various health care resources/programs that are available.

**OBJECTIVE:**

Increase the public's knowledge of the various health care resources/programs that are available in our county through newspapers, web sites, and TV.

**PLAN OF ACTION:**

1. Information about how to access local health care resources should be published periodically in local newspapers, Information should be placed on the local cable TV channels and also put on the Cowley First website. The information should also be put on any other city websites in the county.
2. A volunteer will be identified to oversee this task.
3. Information on the website will be updated two times per year.
4. Information on how to access resource information will be published in all local newspapers at least twice per year.
5. Information on the local cable TV channels will be updated two times per year.

**ASSESSMENT METHODOLOGY:**

1. Number of papers information is published in.
2. Number of times website information is looked at per year.
3. Number of times cable TV runs the information per year.

**RESPONSIBLE PARTY:**

A volunteer will be identified to oversee this task. Costs include manpower to set up and update websites. Costs also include the amount to publish in local newspapers and costs to run ads on cable. Should investigate whether contributions/discounts could be given to offset costs.

**COMPLETION DATE:**

1. A volunteer will be identified to oversee this task. Website information will be added within six months.
2. Ads in papers within eight months.
3. Information on Cable TV within eight months.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 27 - 4

Increase access to health insurance in Cowley County

**SUMMARY STATEMENT:**

It appears several residents in the county are unaware of the various health care resources/ programs that are available.

**OBJECTIVE:**

Increase the public's knowledge of the various health care resources/programs that are available in our county through schools.

**PLAN OF ACTION:**

1. Health Care Resource Information should be distributed twice annually to elementary aged youth in all school districts within the county.
2. A volunteer will collect health information from various agencies.
3. Since parents monitor elementary aged backpacks frequently, the information will be put into a flyer format which can be distributed through grade schools and sent home in youth's back packs.
4. All schools in the county will be contacted to coordinate distribution of the information.
5. The information will be given out annually in the spring to all elementary aged youth in the county.
6. The information will also be distributed at enrollment each year at all schools in the county.

**ASSESSMENT METHODOLOGY:**

1. Development of flyer.
2. Number of flyers distributed annually both through backpacks and at enrollment.

**RESPONSIBLE PARTY:**

A volunteer will be identified to oversee the task. Cost may include money to develop the flyer. Travel or mailing costs to get the flyer to each of the school districts. Cost for staff member to annually distribute and update the flyer if a volunteer is not located. Costs to attend enrollment.

**COMPLETION DATE:**

1. A volunteer will be identified to oversee the task within one month.
2. A flyer will be developed within two months.
3. The information will be distributed to the school districts annually during the month of September.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 28 - 1

Increase the number of healthcare professionals in Cowley County

**SUMMARY STATEMENT:**

Emphasis should be placed on recruiting health care individuals to the County to fill areas of our most critical need. The county needs to be aware and strategically plan for any health care shortage area/personnel that may occur to ensure adequate health care can be delivered.

**OBJECTIVE:**

Increase the number of health care professionals in Cowley County.

**PLAN OF ACTION:**

1. Conduct a health care needs assessment every three years of the county's resources to determine what the priority areas of needs are for the county (i.e. – is recruiting a surgeon the most critical need for the county?, is recruiting pharmacists to the area a large need, etc?).
2. Encourage local scholarship programs and tuition reimbursement programs to fund local individuals expressing an interest in studying in these most urgent/critical areas.
3. Encourage city/county partnership/participation and possible financial resources if needed to help attract the most important health care resources/personnel to the county.

**ASSESSMENT METHODOLOGY:**

1. Needs assessment completed every three years.
2. Number of critical health care positions being filled by preferably local individuals and/or being recruited to county.

**RESPONSIBLE PARTY:**

Appoint an individual to oversee the task. Cost for staff member to follow up on task, coordinate with health care providers/local government, develop and conduct needs assessment and to track data.

**COMPLETION DATE:**

1. Appoint someone to oversee the task within six months.
2. A needs assessment/survey will be developed and distributed to all health care professionals within six months.
3. The survey results will be tabulated within twelve months.
4. Efforts will be coordinated with local health care professionals to prioritize recruitment and individuals to fill critical areas of need.
5. City/County partnerships will be developed if needed to recruit most urgent personnel.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 29 -1

Hold town meetings to educate about Clean Indoor Air Undertake a public education campaign for a countywide tobacco free environment in public spaces and the elimination of youth access to tobacco products.

**OBJECTIVE:**

Public Education for countywide tobacco free environments

**PLAN OF ACTION:**

1. Produce hosted website of clean air information for community members
2. Hold town meetings in various communities in Cowley County to discuss clean indoor air ordinances
3. Publish articles, letters to the editor and media campaigns to educate community on importance of clean indoor air.

**ASSESSMENT METHODOLOGY:**

1. Records:
  - a. Maintain Web Page Counter
  - b. Record number of publications regarding coalition
  - c. Record number in attendance at each sharing session
2. Surveys
  - a. Evaluations completed by each attendee at sharing sessions
  - b. Surveys compiled from website.

**RESPONSIBLE PARTY:**

1. Administration
  - a. City-Cowley County Health Department – David Brazil
  - b. Clean Air Cowley County – Jennifer Love
  - c. Cowley County Teens Against Tobacco
2. Funding
  - a. KDHE – CDRR/Comprehensive Grant
  - b. Tobacco Free Kansas Coalition – youth grant

**COMPLETION DATE:**

1. Multiple letters to the editor, articles to county publications and other media releases by March 15<sup>th</sup>, 2008
2. Sharing sessions held by March 15<sup>th</sup>, 2008 in all communities interested in participating.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 29 -2

Hold town meetings to educate about Clean Indoor Air Undertake a public education campaign for a countywide tobacco free environment in public spaces and the elimination of youth access to tobacco products.

**OBJECTIVE:**

Youth Access ordinance development

**PLAN OF ACTION:**

1. Resources:
  - a. City of Wichita – successful implementation of Youth Access Ordinance.
  - b. Teens Against Smoking in Kansas – state youth organization (& funding organization for youth coalitions)
  - c. Kansas Department of Health and Environment – sample ordinances and assistance from successful implementation of youth access ordinances around the state.
2. Activities:
  - a. Youth Rallies – increase number of area youth involved in Cowley County Teens Against Tobacco
  - b. Sharing sessions throughout Cowley County communities.
  - c. Youth attendance at commission meetings with draft of youth access ordinance.

**ASSESSMENT METHODOLOGY:**

1. Records:
  - a. Number of rallies held and youth coalition increase
  - b. Number of sharing sessions held and number in attendance at each
  - c. Number of city commission meetings attended and results of each
2. Surveys:
  - a. Youth Tobacco survey implemented to 50% of county schools
  - b. Surveys compiled from website and other media

**RESPONSIBLE PARTY:**

1. Administration
  - a. City-Cowley County Health Department
  - b. Clean Air Cowley County
  - c. Cowley County Teens Against Tobacco
2. Funding
  - a. KDHE – CDRR/Comprehensive Grant
  - b. Tobacco Free Kansas Coalition – youth grant

**COMPLETION DATE:**

1. Hold two youth rallies in Cowley County by March 15<sup>th</sup>, 2008
2. Hold sharing sessions (same as previous statement)
3. Presentation of ordinance to City of Winfield Commission by March 15<sup>th</sup>, 2008.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 30 -1

Reduce Incidences of Child Abuse in Cowley County

**SUMMARY STATEMENT:**

In order to reduce the likelihood of child abuse to occur, risk factors must be identified and adequately addressed.

**OBJECTIVE:**

Increase parental knowledge of child development and ability to cope with stressors of raising children.

**PLAN OF ACTION:**

1. Develop a public awareness campaign on child development by using billboards, flyers in grocery sacks, prevention ads on TV, radio and in newspapers; through schools, pre-schools and day care centers and homes.
2. Incorporate materials into PTO programs and other school functions and performances.
3. Publicize National Parent Help Lines: # 800 4 A CHILD (ChildhelpUSA) or 800 448-3000 or 800 448-1833 TDD (Girls and Boys Town)

**ASSESSMENT METHODOLOGY:**

1. Awareness campaign developed.
2. Number of public awareness items developed.
3. Number of locations where materials are distributed.
4. Number of school functions where materials are presented.

**RESPONSIBLE PARTY:**

Appoint someone to oversee this task. If volunteer is not found, cost for a staff member's time may be needed to develop programs distribute and present materials.

**COMPLETION DATE:**

1. Appoint someone to oversee the task within three months.
2. Outline for awareness campaign will be developed within 6 months.
3. Funding for campaign will be secured within eight months.
4. Plan will be implemented within one year.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 30 - 2  
Reduce Incidences of Child Abuse in Cowley County

**SUMMARY STATEMENT:**  
In order to reduce the likelihood of child abuse to occur, risk factors must be identified and adequately addressed.

**OBJECTIVE:**  
Increase parental knowledge of child development throughout pregnancy and at the time of a child's birth.

**PLAN OF ACTION:**

1. Pre-natal care packets will be developed and distributed to all pregnant women and their partners.
2. Have Tiny Teeth program information added to packets.
3. A friendly visitor will make a personal visit to each parent at birth of baby, interview parents and link parents to services. (volunteers already working in hospital)

**ASSESSMENT METHODOLOGY:**

1. Number of pre-natal care packets distributed compared to number of births in county.
2. Number of friendly visitor contacts made per year.

**RESPONSIBLE PARTY:**  
Appoint an individual (possible volunteer) to assemble and distribute the pre-natal packets. These would probably be distributed by the health department or physician's offices. The health department or social service designees at each hospital might be contacted to do complete the friendly visitor contacts. (If not, staffing concerns would need to be addressed).

**COMPLETION DATE:**

1. Appoint someone to begin coordination of the task within 3 months.
2. Pre-natal packets will be assembled and distribution to begin within 6 months.
3. Friendly visitors will begin to make contacts within 9 months.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 30 - 3  
Reduce Incidences of Child Abuse in Cowley County

**SUMMARY STATEMENT:**

If a child needs to be removed from their home, the child should remain in their home community. During the reintegration process there will be a greater chance for parental and sibling visits to occur, a greater chance for the child to remain in their home school and a greater chance that relationships with service providers (CASA, Big Brothers/Sisters, Therapists, etc) can continue.

**OBJECTIVE:**

Increase the availability of local resources to place youth removed from their home. This includes more effectively using current resources in county (foster homes), potential recruitment and retention of homes and possible establishment of a shelter for emergency out of home placements.

**PLAN OF ACTION:**

Form a coalition of SRS, foster agencies and child service groups to identify current resources and establish needs and possible strategies.

**ASSESSMENT METHODOLOGY:**

Number of children remaining in their home communities while placed in foster care.

**RESPONSIBLE PARTY:**

Invite partners to participate in a task force.

**COMPLETION DATE:**

Task force will begin meeting within 6 months.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 30 - 4  
Reduce Incidences of Child Abuse in Cowley County

**SUMMARY STATEMENT:**  
In order to reduce the likelihood of child abuse to occur, risk factors must be identified and adequately addressed.

**OBJECTIVE:**  
Increase chances that no child will go hungry.

**PLAN OF ACTION:**

1. Survey schools districts and cities to determine programs currently being utilized.
2. Encourage all schools in the district to team up with Kansas Food Bank to provide food to children on the weekends. Food items are placed in children's backpacks on Fridays. Backpacks are provided if a child does not have one.
3. Further consultation with City Recreation Commissions on implementation of lunch programs in the summer (this needs to be expanded somehow to smaller towns in County).

**ASSESSMENT METHODOLOGY:**

1. Number of cities sending food home with students.
2. Number of cities providing summer lunch programs.
3. Number of youth served in county through these projects.

**RESPONSIBLE PARTY:**  
Appoint an individual (possible volunteer) to explore how current entities got their projects established. Networking will be done with smaller towns in county to see if projects can be expanded. Grants may need to be pursued.

**COMPLETION DATE:**

1. Appoint someone to oversee the project within three months.
2. Entities with current programs will be contacted within five months.
3. Plan will be established to consider how programs may be expanded within seven months.
4. Implementation of plan to expand to other sites in county within twelve months.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 30 - 5  
Reduce Incidences of Child Abuse in Cowley County

**SUMMARY STATEMENT:**

In order to reduce the likelihood of child abuse, risk factors must be identified and adequately addressed.

**OBJECTIVE:**

Increase safety for children and empower parents through extended use of school facilities.

**PLAN OF ACTION:**

1. Survey schools districts and cities to determine programs currently being utilized.
2. Establish after-school programs in all schools in the county to provide academic help and provide extension of day care.
3. Establish summer day camps with recreation and academic activities at school.
4. Establish evening parent education programs in schools with literacy, English as a second language, financial planning and linkage to other resources in the community.
5. Establish evening drug and alcohol outpatient support groups in schools (i.e. AA/NA).

**ASSESSMENT METHODOLOGY:**

1. Number of schools in county which have after school programs.
2. Number of summer camp programs provided in school facilities.
3. Number of schools providing parent educational programs in schools.
4. Number of substance abuse programs provided in schools.

**RESPONSIBLE PARTY:**

1. Appoint an individual to follow up on these concepts and present these to the school.
2. The school superintendents would be ultimately responsible for implementation of services in their respective buildings, including coordination of community resources.

**COMPLETION DATE:**

1. Appoint someone to begin coordination of the task within 3 months.
2. Presentation will be made to school superintendents within 6 months.
3. School superintendents will present a plan for potential implementation in their building within 12 months.
4. Services will begin within 24 months.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 30 - 6  
Reduce Incidences of child abuse in Cowley County

**SUMMARY STATEMENT:**  
In order to reduce the likelihood of child abuse to occur, risk factors must be identified and adequately addressed.

**OBJECTIVE:**  
Increase safety of children through increased community awareness of the sex offenders list.

**PLAN OF ACTION:**

1. Develop safety brochures for families that would be given out at the beginning of each school year at enrollment with information regarding child abuse, how to report it, and how to get on the internet to view the sex predator list.
2. Consider publicizing the sexual predator list in local media and publicizing the website for the list.
3. Publicize sexual predator list on website.

**ASSESSMENT METHODOLOGY:**

1. Number of brochures given out at enrollment.
2. Number of locations within county that the sex predator list is publicized.

**RESPONSIBLE PARTY:**  
Appoint an individual (and/or agency – possibly SRS) to oversee the development of the brochure. There will be costs to distribute the brochure and there will be costs to publish the sex predator list.

**COMPLETION DATE:**

1. Appoint someone to develop the brochure within 3 months.
2. Brochures will be distributed at school enrollment.
3. Sex Predator List will be published two times yearly.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 30 - 7  
Reduce Incidences of Child Abuse in Cowley County

**SUMMARY STATEMENT:**

In order to reduce the likelihood of child abuse, risk factors must be identified and adequately addressed.

**OBJECTIVE:**

Decrease the risk of domestic violence and the effects this has on children exposed to domestic violence.

**PLAN OF ACTION:**

Expand education and awareness efforts to increase positive attitudes toward nonviolence and encourage individuals to report family violence.

**ASSESSMENT METHODOLOGY:**

1. Number of reported incidences of domestic violence between partners with children.
2. Number of materials distributed in educational/informational outreach.

**RESPONSIBLE PARTY:**

Consult with C. C. Safe Homes and CASA Executive Directors and SRS.

**COMPLETION DATE:**

1. The consultation meeting will be scheduled within 6 months.
2. Materials will be developed within one year.

**FOCUS AREA:** Health

**STRATEGY STATEMENT:** Goal 30 - 8  
Reduce Incidences of Child Abuse in Cowley County

**SUMMARY STATEMENT:**

Children in out of home placements need the opportunity to be reunited with their family members as soon as reasonably possible. The County needs to establish locations in the county where visitation can occur more frequently. These sites should have extended visitation hours, including weekends and evenings.

**OBJECTIVE:**

Increase availability of safety during parent visitations.

**PLAN OF ACTION:**

Establish a supervised visitation and visitation exchange center for children and parents involved in CINC (Child in Need of Care) and domestic court cases.

**ASSESSMENT METHODOLOGY:**

1. Number of visits between children and their parents.
2. Number of referrals to the center by judges in the county.

**RESPONSIBLE PARTY:**

Consult with local judges and CASA Executive Director to appoint an individual to consult with visitation centers in other counties in Kansas in order to research possible funding of such center.

**COMPLETION DATE:**

1. Appointment will be made by 6 months.
2. Center will open within three years.

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 31 - 1

Reduce the health threat from childhood obesity through school programs that increase physical activity and promote healthy nutrition choices.

The Exercise and Nutrition Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified, but is expected to come through agency partnerships. Potential grant funding may become available.

**OBJECTIVE:**

Form public/private partnership with area community recreational centers to provide low or no cost membership access to students for after school recreational programs.

**PLAN OF ACTION:**

- a. Conduct stakeholder work-sessions to review existing, individual local school wellness policies and programs; identify improvement “needs.”
- b. Conduct stakeholder work-sessions to review existing, individual local recreational center after-school programs; identify improvement “needs.”
- c. Approach individual recreational centers and related local government agencies for approval to develop a public/private partnership proposal.
- d. Develop after-school programs proposal.
- e. Develop formal contractual partnership proposals.
- f. Create “short form” application process within partnership program.
- g. Acquire formal approval from area community recreational centers and local government agencies
- h. Publicize program

**ASSESSMENT METHODOLOGY:**

1. Annual county total of program memberships.
2. Annual county total of estimated use of program memberships.
3. Annual time study of average recreational hourly use per week per membership
4. Annual survey of after school membership users

**RESPONSIBLE PARTY:**

1. City-Cowley County Health Department.
2. Vision 20/20 Exercise and Nutrition Team
3. Partnership Stake-holders
4. Resources:
  - a. Kansas Department of Health and Environment – Health statistic and activity recommendation information
  - b. Kansas Association of School Boards – Recommended wellness policies

**COMPLETION DATE:**

September 1, 2009

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 31 - 2

Reduce the health threat from childhood obesity through school programs that increase physical activity and promote healthy nutrition choices.

The Exercise and Nutrition Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified, but is expected to come through agency partnerships. Potential grant funding may become available.

**OBJECTIVE:**

Review School District Wellness Policies within Cowley County. Identify improvement “needs” for each district. Advocate policy improvements to local school boards.

**PLAN OF ACTION:**

1. Conduct stakeholder work-sessions to review existing, individual local school wellness policies; identify improvement “needs.”
2. Advocate stakeholder recommendations to all five school districts within Cowley County; submit written recommendations to school boards.

**ASSESSMENT METHODOLOGY:**

1. Provide Committee Minutes to Cowley First
2. Record the number of policies addressed/updated by school boards.

**RESPONSIBLE PARTY:**

1. City-Cowley County Health Department.
2. Vision 20/20 Exercise and Nutrition Team

**COMPLETION DATE:**

1. Conduct stakeholder work-sessions to review existing, individual local school wellness policies; identify improvement “needs.” **BY: January 15, 2008**
2. Advocate stakeholder recommendations to all five school districts within Cowley County; submit written recommendations to school boards. **BY: May 15, 2008**

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 32 - 1

Protect the quality of our air and water, and continue to provide adequate quantities of water for Cowley County.

The Environmental Quality Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified.

**OBJECTIVE:**

Create a public resource list of all locally available Federal, State and Local water quality programs and committees. Include current contact information.

**PLAN OF ACTION:**

1. Conduct stakeholder work-sessions to identify existing local programs
2. Produce hosted website of completed resource list.

**ASSESSMENT METHODOLOGY:**

1. Maintain webpage use counter
2. Maintain webpage user feedback form

**RESPONSIBLE PARTY:**

1. Natural Resources Conservation Service (NRCS)
2. Cowley County Conservation District (CCCD)
3. Cowley County Extension Council
4. City-Cowley County Health Department.

**COMPLETION DATE:**

1. Conduct stakeholder work-sessions to identify existing local programs. **(January 31, 2008)**
2. Produce hosted website of completed resource list. **(May 15, 2008)**

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 32 - 2

Protect the quality of our air and water, and continue to provide adequate quantities of water for Cowley County.

The Environmental Quality Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified.

**OBJECTIVE:**

Increase communications between local water quality agencies to increase awareness of all locally available programs.

**PLAN OF ACTION:**

1. Conduct regular stakeholder work-sessions to identify existing local programs
2. Maintain hosted website of completed resource list.

**ASSESSMENT METHODOLOGY:**

Provide Committee Minutes to Cowley First

**RESPONSIBLE PARTY:**

1. Natural Resources Conservation Service (NRCS)
2. Cowley County Conservation District (CCCD)
3. Cowley County Extension Council
4. City-Cowley County Health Department.

**COMPLETION DATE:**

1. Conduct regular stakeholder work-sessions to identify existing local programs  
**(Ongoing)**
2. Maintain hosted website of completed resource list. **(Ongoing)**

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 32 - 3

Protect the quality of our air and water, and continue to provide adequate quantities of water for Cowley County.

The Environmental Quality Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified.

**OBJECTIVE:**

Design a non-point source pollution prevention/nutrient management seminar for urban applications; Provide seminars to residents within incorporated cities.

**PLAN OF ACTION:**

1. Schedule presenter/stakeholder work-sessions to develop a seminar
2. Schedule media work-sessions to develop media campaign
3. Obtain funding for private presenters and seminar materials
4. Locate appropriate seminar sites within county
5. Schedule seminars
6. Advertise and present seminars

**ASSESSMENT METHODOLOGY:**

1. Utilize sign-in sheets to tally seminar attendance
2. Record number of seminars presented in Cowley County
3. Assign local entity to maintain records
4. Provide seminar evaluation/suggestion form to attendees

**RESPONSIBLE PARTY:**

1. Natural Resources Conservation Service (NRCS)
2. Cowley County Conservation District (CCCD)
3. Cowley County Extension Council
4. City-Cowley County Health Department.

**COMPLETION DATE:**

1. Schedule presenter/stakeholder work-sessions to develop a seminar. (June 15, 2008)
2. Schedule media work-sessions to develop media campaign (June 15, 2008)
3. Obtain funding for private presenters and seminar materials. (October 15, 2008)
4. Locate appropriate seminar sites within county. (June 15, 2008)
5. Schedule seminars. (February 15, 2009)
6. Advertise and present seminars. (April 15, 2009)

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 32 - 4

Protect the quality of our air and water, and continue to provide adequate quantities of water for Cowley County.

The Environmental Quality Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified.

**OBJECTIVE:**

Design a campaign to stencil/mark storm-water drains in incorporated cities.

**PLAN OF ACTION:**

1. Schedule work-sessions to develop a stencil logo or language
2. Schedule media work-sessions to develop media campaign
3. Obtain stencil material funding
4. Obtain municipal permissions
5. Locate volunteer groups to provide stencil labor
6. Schedule stencil workdays
7. Advertise workdays; include storm-water education articles

**ASSESSMENT METHODOLOGY:**

1. Maintain tally of the number of storm drains that have been marked
2. Record the number of stencil volunteers.

**RESPONSIBLE PARTY:**

1. Natural Resources Conservation Service (NRCS)
2. Cowley County Conservation District (CCCD)
3. Cowley County Extension Council
4. City-Cowley County Health Department.

**COMPLETION DATE:**

1. Schedule work-sessions to develop a stencil logo or language. (June 15, 2008)
2. Schedule media work-sessions to develop media campaign. (June 15, 2008)
3. Obtain stencil material funding. (October 15, 2008)
4. Obtain municipal permissions. (December 15, 2008)
5. Locate volunteer groups to provide stencil labor. (December 15, 2008)
6. Schedule stencil workdays. (April 15, 2009)
7. Advertise workdays; include storm-water education articles. (June 15, 2009)

**FOCUS AREA:** Health**STRATEGY STATEMENT:** Goal 32 - 5

Protect the quality of our air and water, and continue to provide adequate quantities of water for Cowley County.

The Environmental Quality Committee envisions a partnership approach to achieving each of its objectives. Technical support may be provided a combination of local and state agencies. Base funding has not been identified.

**OBJECTIVE TO COMPLETE:**

Begin discussions and evaluate the potential need to treat municipal storm-water.

**PLAN OF ACTION:**

1. Schedule work-sessions to develop subject matter information packet for municipal stakeholders.
2. Provide current related storm-water information to municipal stakeholders

**ASSESSMENT METHODOLOGY:****RESPONSIBLE PARTY:**

Participating Agencies

**COMPLETION DATE:**

1. Schedule work-sessions to develop subject matter information packet for municipal stakeholders. (June 15, 2008)
2. Provide current related storm-water information to municipal stakeholders. (October 15, 2008)

# COWLEY COUNTY CULTURE

The strategies that follow are intended to preserve and develop the community's creativity and cultural life, including the visual arts, theater, music and community festivals, and promote the preservation of historic structures.

## **Community Concerns:**

- Preserve and promote historic landmarks and structures in the county
- Strengthen downtown revitalization
- Preserve the natural beauty of rural Cowley County
- Promote the humanities, including music festivals, theater and performing arts

## **Strategy Statements:**

33. Develop pedestrian-friendly downtowns for day and evening activities to offer leisure and tourist opportunities for all ages.
34. Showcase Cowley County's history, architecture, waterways and other natural spaces in order to expand leisure activities for residents and tourists.
35. Encourage diverse local cultural festivals and celebrations, leisure activities and sports.
36. Develop a Cowley County cultural life center to promote collaboration among cultural arts organizations and enrich the cultural life of the community.
37. Develop and begin implementation of a countywide plan for marketing cultural arts.

**Team Captain:** Ellen Snell

## **Committee Volunteers:**

Connie Kimsey, Lisa Roberts, Beej Taylor, Terri Morrow, Shannon Gackstatter, William Brantly, Ken Taylor, Connie Kimsey, Sue Burney, Sharron Regnier, Jane Reeves, Terri Eaton, Warren Andreas, Kris Hotchkin, Dallas Jordan, and others.

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 33 - 1

Develop pedestrian-friendly downtowns for day and evening activities to offer leisure and tourist opportunities for all ages

**OBJECTIVE:**

Encourage historic preservation of downtown buildings

**PLAN OF ACTION:**

1. Determine historically significant Cowley County Buildings
2. Pursue State Tax Credit opportunities for historic preservation of properties

**ASSESSMENT METHODOLOGY:**

Number of historically significant architecture being restored, renovated, or rehabilitated

**RESPONSIBLE PARTY(S):**

Shannon Gackstatter, Terry Eaton, Jane Reeves, Beej Taylor, Anita Judd-Jenkins

**COMPLETION DATE:** Ongoing

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 33 - 2

Develop pedestrian-friendly downtowns for day and evening activities to offer leisure and tourist opportunities for all ages

**OBJECTIVE:**

Continue development of downtown walking tours and community driving tours

**PLAN OF ACTION:**

1. Encourage all to develop tours such as Ark City's downtown walking tour and Winfield's driving historic home tour.
2. Make consultant expertise available
3. Create funding source list to assist smaller communities (state agencies grants, foundations)

**ASSESSMENT METHODOLOGY:**

Growing list of available tours to attract out of county and state tourists

**RESPONSIBLE PARTY(S):**

Shannon Gackstatter, Terry Eaton, Jane Reeves, Connie Kimsey, Beej Taylor

**TARGET COMPLETION DATE:** July 1, 2010

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 33 - 3

Develop pedestrian-friendly downtowns for day and evening activities to offer leisure and tourist opportunities for all ages.

**OBJECTIVE:**

Use ArtWorks 360 to locate artists who would establish galleries and performing artists who would be available to restaurants and other locations to draw audiences to creative destinations.

**PLAN OF ACTION:**

1. Determine available locations
2. Match artists with locations
3. Find resourceful ways of assisting with funding.
4. Match creative performances to galleries to draw audiences
5. Market regionally and eventually nationally

**ASSESSMENT METHODOLOGY:**

Growing number of artist galleries on county's mainstreets with ability to be self-sustaining.

**RESPONSIBLE PARTY(S):**

Dallas Jordan, Kris Hotchkin, Chambers of Commerce, CVB's

**COMPLETION DATE:** July 1, 2008

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 33 - 4

Develop pedestrian-friendly downtowns for day and evening activities to offer leisure and tourist opportunities for all ages

**OBJECTIVE:**

Develop county-wide system of Farmer's Markets, providing opportunities for craftsmen, artists, and food concessionaires to market products while attracting visitors to the area.

**PLAN OF ACTION:**

1. Work with existing Farmer's Markets to set policy for area markets
2. Find local agencies to sponsor the Farmer's Markets
3. Stagger days so some vendors can rotate communities

**ASSESSMENT METHODOLOGY:**

County-wide system of Farmer's Markets are accepted and operate within laws of state governing food products.

**RESPONSIBLE PARTY(S):**

Marietta Brammer, Connie Kimsey, Lonnie Boyd, Janet Siebert, Dolly Bonfy, Donna Martin, Headricks

**COMPLETION DATE:** July 1, 2009

**FOCUS AREA:** Culture

**STRATEGY STATEMENT:** Goal 34 - 1

Showcase Cowley County's history, architecture, waterways and other natural spaces in order to expand leisure activities for residents and tourists.

**OBJECTIVE:**

Determine Cowley County historical and natural assets

**PLAN OF ACTION:**

1. Develop inventory of waterways
2. Develop inventory of architecture
3. Locate interesting historical sites
4. Determine ties to the Flint Hills

**ASSESSMENT METHODOLOGY:**

Comprehensive List

**RESPONSIBLE PARTY(S):**

Cowley County Tourism Alliance, ABCDE

**TARGET COMPLETION DATE:** July 1, 2008

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 34 - 2

Showcase Cowley County's history, architecture, waterways and other natural spaces in order to expand leisure activities for residents and tourists.

**OBJECTIVE:**

Pursue agreements with landowners for guided and individual tours

**PLAN OF ACTION:**

1. Determine insurance needs of landowners
2. Determine landowners interested in sharing our historic sites
3. Develop map, signage for self guided tours
4. Locate tours already organized
5. Develop signs, maps, and marketing materials

**ASSESSMENT METHODOLOGY:**

Contracts legally binding signed by interested landowners, signage to guide individual tours, location of current organized tours, development of other organized tours

**RESPONSIBLE PARTY(S):**

Cowley County Tourism Alliance, ABCDE

**TARGET COMPLETION DATE:** July 1, 2009

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 35 - 1

Encourage diverse local cultural festivals and celebrations, leisure activities and sports.

**OBJECTIVE:**

Develop model for successful festivals

**PLAN OF ACTION:**

1. Survey successful festivals (such as Last Car Run, Arkalalah, Blue Grass, Black Dog, Kanza days, plus the many others...) to determine how they are organized.
2. Survey successful festivals to determine how audience bases are built.
3. Visit planning committees of other successfully community festivals for best practices.
4. Discover audience: Survey community to determine types of activities they would support.
5. Consider sources available to provide manpower for festival format.
6. Consider financial support available
  - a. Grants
  - b. Corporate
  - c. Community
  - d. Gate
7. Consider events already occurring and how they would fit a more comprehensive activity
8. Develop marketing model, best practices

**ASSESSMENT METHODOLOGY:**

Model is complete with consultant to guide cultural festivals and celebrations, leisure activities and sports.

**RESPONSIBLE PARTY:**

Cowley County Tourism Alliance

**TARGET COMPLETION DATE:** December, 2008

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 35 - 2

Encourage diverse local cultural festivals and celebrations, leisure activities and sports.

**OBJECTIVE:**

Build on existing and determine possible combinations or development of new festivals, activities, sports.

**PLAN OF ACTION:**

1. Assess similar county events
2. Contact key people
3. Explore possibilities of combining events
4. Determine possible themes for new festivals, activities, sports
  - a. Focus of event: ex.: Smithsonian Exhibit, Residency, Train Ride
  - b. Opportunities for support
5. Apply successful festival model

**ASSESSMENT METHODOLOGY:**

Financially and audience successful festivals.

**RESPONSIBLE PARTY:**

Cowley County Tourism Alliance

**TARGET COMPLETION DATE:** March 1, 2009

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 35 - 3

Encourage diverse local cultural festivals and celebrations, leisure activities and sports to work together, forming strong partnerships.

**OBJECTIVE:**

Form partnerships for cooperative marketing of like local cultural festivals and celebrations, leisure activities and sports

**PLAN OF ACTION:**

1. Hold meetings with possible partnership groups around like local cultural festivals, celebrations, leisure activities and sports
2. Create fewer competitive events, etc. and stronger county programming

**ASSESSMENT METHODOLOGY:**

The number of single events grouped together in a comprehensive event will clear some calendar days.

**RESPONSIBLE PARTY(S):**

Cowley County Tourism Alliance

**COMPLETION DATE:** June 1, 2009

**FOCUS AREA:** Culture**STRATEGY STATEMENT:** Goal 36 - 1

Develop a Cowley County cultural life center to promote collaboration among cultural arts organizations and enrich the cultural life of the community

**OBJECTIVE:**

Invite county wide leaders, collaborating with organizations with ArtWorks 360, Cowley County Tourism Alliance, and the area's Arts and Humanities Councils to quarterly meetings to discuss cultural opportunities in Cowley County

**PLAN OF ACTION:**

1. Focus on a possible event that would incorporate the entire county community: for example a railroad festival or a Smithsonian exhibit; this would encourage collaborations.
2. Rotate hosting

**ASSESSMENT METHODOLOGY:**

Meetings that produced collaboration

**RESPONSIBLE PARTY(S):**

Cowley County Tourism Alliance  
Warren Andreas  
Ellen Snell

**TARGET COMPLETION DATE:** July 1, 2009

**FOCUS AREA:** Culture

**STRATEGY STATEMENT:** Goal 37 - 1

Develop and begin implementation of a countywide plan for marketing cultural arts

**OBJECTIVE:**

Create a vehicle to market area visual artists (ArtWorks 360 has become that vehicle)

**PLAN OF ACTION:**

1. Build list of Visual Artists
2. Create traveling artist exhibits
3. Create website

**ASSESSMENT METHODOLOGY:**

Growing volume of known artists, growing number of traveling artist exhibits, active website with number of hits and actual purchases of products or services

**RESPONSIBLE PARTY(S):**

ArtWorks 360- Dallas Jordan, Kris Hotchkin

**TARGET COMPLETION DATE:** July 1, 2008

**FOCUS AREA:** Culture

**STRATEGY STATEMENT:** Goal 37 - 2

Develop and begin implementation of a countywide plan for marketing cultural arts

**OBJECTIVE:**

Expand ArtWorks 360 to include Performing Artists

**PLAN OF ACTION:**

1. Build list of Performing Artists
2. Add to website

**ASSESSMENT METHODOLOGY:**

Greater awareness of performing artists seen through sold out venues including music and theatre.

**RESPONSIBLE PARTY(S):**

ArtWorks 360  
Arts & Humanities Councils  
Cherokee Strip Museum  
Marquee  
Carol Black  
Scott MacLaughlin

**TARGET COMPLETION DATE:** July 1, 2011

**Focus Area:** Culture**Strategy Statement:** Goal 37 - 3

Develop and begin implementation of a countywide plan for marketing cultural arts

**Objective:**

Determine what current activities are now occurring in Cowley County.

Create a web calendar that has all county activities listed

**Plan of Action:**

1. Develop inventory of activities by contacting
  - a) Web Sites
  - b) Convention and Visitor's Bureaus
  - c) Newspapers
  - d) Radio Stations
2. Find server...likely a Chamber of Commerce or CVB
3. Find volunteer personnel or paid personnel to man this...likely a full time job
4. Solicit calendar information from all County groups...government, civic, USD's, business, organizations, private schools (refer to strategy 35.1 survey)
5. Solicit grant/foundation funding

**Assessment Methodology:**

A list of current activities in calendar format, with yearly update

Growing volume activities listed

Ability to aid other objectives

**Responsible Party(s):**

Cowley County Tourism Alliance

**Target Completion Date:** December, 2008