

RMC/RMF Joint Planning and Development Committee Meeting
Wednesday, May 18, 2016
Via Conference Call
Minutes

*Note: Minutes have not yet been adopted by Committee

Participants: Mike Thielke, Scott Warner, Dan Rider, Doris Mason, Meredith Donaho, Charlotte Davis

The meeting convened at approximately 10:05 am.

Review and Adoption of March 9th Meeting Minutes:

Two revisions were offered including specifying Dan Rider as “Chair of Rural Maryland Foundation”, and revising the 1st paragraph on 2nd page to read “There was also concern that the tour would exclude broader issues representing all of the counties on the Eastern Shore as a whole.” No other comments or suggestions were made. Scott Warner moved to accept, Dan Rider seconded; the minutes were unanimously accepted.

Strategic Plan Review:

Recommended Changes:

- No recommended changes for the mission statement
- The Vision Statement needs a period added at the end of sentence.
- 4 Goals:
 - There was concern for the need to articulate goals to include specific reference to the RMF, and that contain RMF specific content. Currently, there is no goal statement for the RMF specifically. The purpose of the RMF was read from the bylaws for the Committee to gain some perspective; the Committee reached a consensus that the four goals would be unrevised and would be presented to the Executive Committee for their review and revision.
 - A question was made about the removal of Question #5, and who made the decision to strike it from the draft. Charlotte answered that Kathleen Case, strategic planning consultant, made the decision based on feedback at the strategic planning board retreat; a consensus was made at the retreat that Goal #5 was more of an outcome that would be produced from the achievement of the other 4 goals, specifically Goal #4.

Goal #1:

- Revise – 1st bullet, add “Rural Maryland Prosperity Investment Fund (RMPIF), and Rural Maryland Foundation” directly after MAERDAF; eliminate “(Foundation)”.
- Revise – 3rd bullet, eliminate “(Delaware)”, no specific examples are needed.
- Revise – Key Actions #4, eliminate “Health Care will develop strategic actions”; replace with “Each Committee will develop actions for the last three strategies (above)”.
- Revise – Key Actions Responsibilities, list the Committee Chairpersons who will be responsible for Key Action #4.
- There was concern that Goal #1 needed more actions and that it was not ready to be submitted yet; the Committee reached a consensus to review only objectives, strategies, and goals for the time-being, key actions and metrics will be reserved for a separate in-person meeting scheduled for June 2nd.

Goal #2:

- Revise – Metrics #1, eliminate “annual”.

Goal #3:

- Doris Mason, RMC Board Chair, requested that the RMC host a full Rural Summit each year, not a full Summit every 2 years as drafted in the plan.
- Revise – Strategies, Bullet #2, eliminate “2018”; replace with “2017”; Charlotte explained a smaller summit on a specified topic will be offered in late 2016, the topic will be agri-tourism and value-added tourism. The Committee reached a consensus that the Executive Committee will have a more in-depth conversation concerning the summits.

Goal #4:

- Revise – Key Action #14, “Convene Agriculture and Natural Resource Committee” move to Goal #3; correct to “Natural Resource”.
- Revise – Metrics #1, add “rural” before “conference”.
- Revise – Metrics #2, add “rural” before “meeting”.
- Revise – Strategies, 2nd bullet, specify “Rural Maryland Foundation”.
- Revise – Strategies, 3rd bullet, replace “Volunteer Coordinator” with “intern”.
- Revise – Key Action #13, replace “volunteer” with “engagement”. There was concern by the RMC is not a traditional volunteer organization and it would be difficult to increase volunteerism within the RMC. The Committee discussed how they could increase volunteer activity and reached a consensus to focus on broadening the engagement and participation of Council/Committee members. It was also suggested that the Council look at adding other Committees, such as a faith-based committee, and look at other areas to increase engagement.
- Revise – Metric #3, eliminate entirely. It was suggested that this metric could be revised to include youth engagement; there was a concern that it would be too labor intensive and not produce enough deliverables, the Committee decided to eliminate the metric.
- Revise – Strategies, Bullet #4, sub-bullet #2, change to “Clarify value to volunteers within RMC (awards, appreciation events)”.
- Revise – Objective #2, replace “Grow active volunteer participation to XX hours annually” with “Increase the participation and engagement for all RMC Committee members”.

An in-person meeting was scheduled for the RMC/RMF Joint Planning Committee to further discuss action steps and metrics. Committee members and participants in the strategic planning board retreat will attend a meeting scheduled for Thursday, June 2, 11am -2pm at Rams Head Shore House, Stevensville, MD. Participants will be responsible for bringing sample metrics to fit the goals of the strategic plan; the revised goals in the strategic plan will be emailed to participants prior to meeting.

No other items or comments were offered.

The meeting adjourned at 11:36am.

Next RMC/RMF Joint Planning and Development Meeting: August 17, 2016 at 10:00 am via conference call.