

Pipeline4Progress
Regional Input Session – Geneva
Wednesday, April 9, 2008

People present: 18

Final Input Session

Opportunity Teams

- 1) Foster and cultivate our industry clusters to make it easier for businesses to thrive in the region.
 - a. Rural ministry initiative – how to consider assets of the community?
The 18-25 year-olds leave but come back with their kids. How do we form the right connections to help them want to return to the area?
 - b. Inventory existing clusters – looking at the broader spectrum allows counties to pull on the strengths of other counties and work together as a whole
 - i. Consider that the outsiders could have a different view of what constitutes our region – being broad but emphasizing communities' unique aspects
 - ii. Highlighting innovations within counties
 - c. Use of technology to really pull counties together –working together
- 2) Attract and retain talent to the region.
 - a. Toot your own horn or someone else will use it for a spittoon.
 - b. iLoveNY (<http://www.iloveny.com/>)
 - c. Creating jobs and locations that can support a family
- 3) Develop a culture of entrepreneurship, innovation, and technology transfer to improve our business environment.
 - a. Creating brand
 - i. Promoting features of the area to people who don't know.
Unique features for tourism/why this is a good place to live.
How we talk about ourselves.
 - ii. Creating a surveys
 1. Businesses
 2. Tourists
 - iii. Contest for video about region
 - iv. Working with local newspapers – image portrayed
 - v. Encouraging people in the region to visit other nearby regions
 - vi. Look at what generations are interested in and cater to their interests. Big on experiencing things – eating, doing, drinking!
 - b. Economy Team creation (Seneca)
 - i. Housing
 - ii. Micro-financing for smaller locations
 - iii. Continued learning – career development
 - iv. Health Care

- v. Bio-fuels/Ethanol
- c. Reaching out to new, small businesses
- d. Good retraining system – life long learning
- 4) Enhance collaborations among the region’s communities, elected officials, and colleges and universities.
- 5) Identify and link strategies to improve the quality of life in the region.
 - a. What it takes to attract and retrain young talent? Really an issue of no gain; quality of life issues in particular are child care, transportation – coordinate systems that do exist, and involvement in the community through volunteering (investment in the community).
 - b. Transportation – high speed rail needs to be addressed more quickly. Airlines – lots of little ones.
 - i. Challenges of the quality of roads – issues with the prices of construction improvement especially with energy costs.
 - c. Housing – not enough good housing.
 - i. Two working professionals can’t afford to buy a house – makes it difficult to attract young people, particularly with the salary levels and housing market.
 - ii. Conflict with agricultural development – look at growth methods that work with not against it.
 - iii. Tax issues – getting to point of mortgage = taxes.
 - iv. Is it a state attraction issue or regional? How do we influence those other factors through a regional initiative?
 - d. Conference on May 6th: Brain Drain, Brain Gain. Also considering retired community returning to the area still having things to offer to the community.
 - e. Progressive farming – best in the nation. Creating this an agricultural hub – adding more industries associated with the agricultural process. Fact New York website: details for agriculture in the area
 - f. Growing the current population – concentrating on the k-12 area. Pipeline to careers in the region.
 - i. No connection between employers and educators about what talent is needed.
 - ii. We spend well as far as per student but we remain at the bottom of testing/standards.
 - iii. Talents and innovation efforts of teachers – meeting testing information needs. More resources for teachers
 - iv. Career days – field trips.
 - v. Academia: lots of higher education institutions (community colleges, colleges, universities) – captured arenas – look at the talent in those programs as they succeed in pulling people in.
 - 1. Plug them in more to economic development
 - 2. What is existing here already? SWOT

General Suggestions:

- Create a metrics system of some sort in a meaningful way to measure successes. Allows for keeping interest in project – rallying points. Benchmarking and understandable to those who could be funding.
- Community input – getting grassroots involved.
- Creating detailed Action Plans

Strategy Concentrations

1) Regional Cohesiveness

- a. Branding and Marketing – creating a uniform brand for all regions to use and eventually nationally
 - i. Reach across sectors to disseminate information about the region – create a model branding to everyone
 - ii. Create a marketing board with expertise
 - iii. Partnering on more events – even small events
 - iv. Investigate current efforts in various local industries
 1. Regional buy-in on creating a brand name/tagline
 - a. “Stop whining. . .start wine-ing”
 - b. Looking at the video contest
 - c. Song for the region
 2. Hasn’t been done really so it could bring attention to the region
 - v. Looking at our assets what we lead in like agriculture
 1. What aspects of the area are unique to the quality of life
 2. Sending a group to another region to come back with a new perspective
 - vi. Buying locally instead of nationally – economic advantages of doing so
- b. Better education on the history of NY state
- c. Inventory the clusters
- d. Reach out to other regions
 - i. People are turf conscious – get people less reluctant for the good for others. May just be a lack of knowledge of other initiatives, educate them about similar activities
 - ii. Looking for creative partnerships/shared projects
 - iii. Linking them together and educating them about what their place is in the whole regional development
- e. Higher Education role in linking regions
- f. Promotion of positive things happening in other regions – role of newspapers in putting the information out there – creating one voice
 - i. Exploring other options for getting the information out there
 1. P4P website
 - a. Assisting branding of areas within the region like newspapers
 2. YouTube
 3. Radio Stations

- ii. How to get all the conversations everywhere talking about the same topic to communicate together
- 2) Quality of Life
 - a. Childcare
 - i. Early education – restructuring
 - ii. Work force issue for those in the industry
 - iii. Availability of it for people
 - iv. Regional approach vs. local municipalities
 - b. Reach out to churches/religious institutions
 - i. Educate leaders in this field in community development – particularly in relation to 18-25 year-olds
 - ii. Source of welcoming people back/to the community
 - c. Thinking about what the “face” of a community is and how that appeals to an areas quality of life image – first impressions
 - i. Get more of an outsider input on impressions
 - ii. Promoting what is available
 - iii. Newcomer impression – established members vs. newcomers and impression given
 - d. Social groupings: creating strong networks, social networking
 - i. Young Professional groups
 - 1. Age
 - 2. Area
 - ii. Regional interests
 - iii. Connecting groups to one another throughout the region – particularly since they grow out of different organizations/businesses or stand alone
 - e. Emphasizing quality/uniqueness – brings people together
 - f. Housing
 - i. options not matching what is needed – creating way for municipalities to consider what is needed so it can be addressed
 - g. Transportation
 - i. Having to go further outside of town for needs – pushes services outside of one’s actual community – need to encourage service availability within the community, providing basic needs
 - 1. Main Street revitalization
 - ii. Inventory of what is being provided
 - 1. Address community needs – encourage political pressure to increase productivity
 - 2. Get service providers talking to one another
- 3) Linking Education to Business Needs
 - a. Guidance system – how students are directed
 - i. Lack of education among them regarding industry understanding
 - 1. Agriculture
 - 2. Manufacturing
 - b. How do we create leaders – new methods to develop skills
 - c. Regional scholarships

- d. Example: Finger Lakes New Knowledge Fusion
 - i. K-12 workforces
 - ii. Coloring books for younger kids
 - iii. Career cards – geared towards high school students and encouraging entrepreneurship
 - e. 4-H Club
 - i. Lack of adult leadership
 - 1. Encouraging students to look at this field more
 - ii. Geared toward agriculture
 - f. Getting business to provide internships
 - i. Educate employers on how to create and advertise
 - ii. Provide students ways to learn about internships
 - g. Older workforce – re-training people
 - i. Issues of funding
 - ii. Making people aware of the options
 - h. Educating business about the need to also consider quality of life and what involvement they can have in creating a place where their qualified workers will want to stay
- 4) Regional Entrepreneurship Initiative
- a. Alliance for Partnership
 - i. Support of emerging businesses
 - ii. Educating entrepreneurs about opportunities
 - b. Role of Universities – getting people to go out into the communities
 - i. Incubators
 - ii. Innovation centers
 - iii. Tech transfer
 - c. Sense of community needs/comprehensive plans – survey?
 - i. What do small business need
 - ii. Where do new business go for help in getting started?
 - d. Mentoring system
 - e. Encouraging financial awareness at an early age
 - f. Websites pushing to outside sources – how do we encourage people to look for buy locally?
 - g. One stop place for learning how to create a business – creating a uniform/consistency process across region, shorten process of getting it done – grants for growth, centralization of information needed
 - i. Small Business Association – create good mechanism for pointing people towards them
 - h. Move from a state level to more of a regional/county
 - i. Infrastructure to encourage counties within the region to communicate with each other and notify interested businesses in looking at other areas within the region that may fit the criteria required for their business. Issues of turf wars and political issues – workforce does cross boundaries. Need to move from a 1 to 3 county view to that of a 12 country region. Cultivating new leaders to think more regionally.