

UPCOMING
DATES &
INFO.

- **Steering Committee Meeting**
October 6 at 4:00 pm
(Planning Conf. Room)
- **Visioning Workshop**
October 7 at 3:30 pm and 6:30 pm
(Branson High School Auditorium)
- **Steering Committee Meeting**
October 8 at 8:30 am
(Planning Conf. Room)
- **Possible Futures Open House**
October 28 at 5:00 pm
(The Keeter Center at College of the Ozarks)

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Branson Comprehensive Plan Steering Committee Newsletter

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Comprehensive Plan Progress - September Update

September has been a month of reflection from the Informational Open House, further data collection and the formation of Focus Groups. The Open House in August provided valuable feedback which has been analyzed and will serve as the basis for additional questions to be asked at the upcoming community meetings. In addition, the contents of this newsletter

explain how we have formed Focus Groups and have circulated an additional survey in the past month. Beyond those efforts, everyone has been working towards continued success at the October Community Meetings and beyond. As part of that effort, we are trying to once again get the word out to the community and surrounding areas that our next meeting is October

7th at the Branson High School. We again have postcards available, have sent out countless emails but are ultimately asking everyone in the community to simply tell someone they know to attend. We have reached a lot of people so far, but have many more to include. As we continue to move down the funnel, we hope you will continue to support this opportunity for Branson.

Formation of Focus Groups

Since the beginning of the Comprehensive Planning Process, Design Workshop and staff have been collecting data and input from the community through interviews, surveys, and technical analysis. The large amount of information has been sorted and a set of preliminary goals, or project-specific objectives, have been established by Design Workshop in order to achieve a comprehensive outcome. These goals will keep the project and team members accountable by providing something from which to evaluate their results as well as providing the foundation for the Community Plan. In conjunction, the Steering Committee Members have been divided into the three groups: Community, Economic and Land Use/Planning, as shown to the right. Each group has been given three or four corresponding goals to begin breaking down. As a way to break them down, the Focus Groups will be seeking the input of community members for expertise and advice on specific details. Those details will help to determine what kinds of timelines, financial needs and other requirements are needed for implementation of each goal to occur. Once the goals are refined and finalized from this process, they will be used to help determine Branson's possible future and community vision.

COMMUNITY

- Community Character - Downtown, Highway 76, Neighborhoods, City Gateways
- Environmental - Water, Air Quality, Floodplain
- Community Services - Safety & Security, Education, Health
- Arts & Culture - Arts, Culture, Community Values

ECONOMIC

- Economic Development - Industry, Retail, Development Incentives
- Tourism - Entertainment/Attractions, Visitor Services, Lodging/Accommodations, Convention Center
- Infrastructure - Utilities

LAND USE / PLANNING

- Land Use & Development - Growth, Redevelopment/Infill, Uses, Development Codes & Regulations, Sustainable Development
- Transportation - Road Network, Pedestrian & Bicycle System and Safety, Public Transportation
- Parks, Recreation & Open Space - Parks, Open Space, Trail Network, Recreational Opportunities
- Governance - Charter City, Intergovernmental Agreements, Capital Improvements, Annexations

Community...What Is It?

Community can be defined many different ways by many different people. Webster's dictionary defines community as..

"a unified body of individuals with common interests living in a particular area"

Berry Wendell's defines it is...

"The mental and spiritual condition of knowing that the place is shared, and that the people who share the place limit and define the possibilities of each other's lives. It is the knowledge that people have each other, their concern for each other, the freedom with which they come and go among themselves."

"A community is not merely a condition of physical proximity, no matter how admirable the layout of the shopping center and the streets, no matter if we demolish the horizontal slums and replace them with vertical ones."

Defining what a community means to each person in Branson is yet another large portion of this process. In order for our community to be healthy beyond its physical condition, we must all come together for this common goal. As Steve Block describes, we must all care for the whole first...we must all care for each other and Branson.

"The essential challenge is to transform the isolation and self-interest within our communities into connectedness and caring for the whole...The context that restores community is one of possibility, generosity, and gifts, rather than one of problem solving, fear, and retribution."

Three Aspects of Community Health

MUTUALITY

- A sense that all the parts hold together collectively; every part belongs to every other part; a 'we are in this together' mentality
- "the mental and spiritual condition of knowing that the place is shared

RESPONSIBILITY

- A belief that all the parts respond to all the other parts; a sense of being accountable to one another; a knowing that those in a place limit and define one another
- Knowing "that the people who share the place limit and define the possibilities of each other's lives"

AFFECTION

- A sense of care and tenderness toward all the parts of a whole; individual parts willing to sacrifice for the collective good; the good of the many outweigh the good of the one; love; devotion
- "the knowledge that people have each other, their concern for each other, their trust in each other, the freedom with which they come and go among themselves"

Branson's Workforce Survey

As we shared in last month's newsletter, almost 300 hundred people attended the Informational Open House, and just under 200 of those attendees participated in the survey. However, it was noted that only employers were represented and not the employees. As a goal of the entire process, we wanted to be sure everyone's voice was heard and that their opinions were included. As a result of staying in alignment with our goal, a survey was crafted with specific questions for Branson's workforce. That survey was then distributed through the contacts we have compiled through the process thus far. Our contacts represent businesses in the entertainment industry, the hospitality industry, and all other facets of Branson's vibrant tourist community. We also asked those employed by the school district, the City and local healthcare facilities to provide feedback. The generated responses and feedback will provide us with information on why our employees live where they do, what their financial issues are and what opportunities they would like to see in Branson. The survey results are due to Design Workshop by September 24th.

Steering Committee Members List

Clark Harris, Chairperson

Brenda Romine, Vice-Chairperson

Karen Best

Dan Chinn

Rick Davis

Jane Friggle

June Hartley

Kevin Huddleston

Dan Lennon

Scott McCaulley

Joe McDowell

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Craig Wescott

Jamie Whiteis

Dave Woolery

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