

**ASHLAND COUNTY - MOVING FORWARD  
COUNTY-WIDE COMMUNITY PLANNING  
300 College Ave., Ashland, OH 44805**

March 15, 2010

Dear Business/Community Leader:

Our County-Wide Community Planning process is moving forward!! Forty-four volunteers from across the county met in a Planning Retreat in December, January, February and March. The group reviewed primary and secondary research including a telephone survey to 400+ Ashland County residents. Lengthy discussions resulted in a S.W.O.T. analysis, mission and core values, and long range objectives. Task forces will review the long range objectives to determine measurable goals.

The purpose for a long range strategic plan for the County is to provide a unified vision for the long term growth and development of the County. The achievement of this vision will be measured by the accomplishment of a set of clearly identified long term objectives and the implementation of a well defined strategic direction.

A coherent strategic plan will allow for the diverse interests of the County to work more closely together, aligning efforts, optimizing resources and providing a platform for dialogue and understanding of where we are going and how we are going to get there. In 1995, the community completed a strategic planning process resulting in many positive accomplishments. One was the creation of the Ashland County Community Foundation.

The Community Planning Committee has secured the services of consultant Bill Schroer, WJSchroer Company, Battle Creek, MI, to coordinate the community strategic planning process. Bill helped with strategic planning for Ashland during the mid-90's.

Revenues for county-wide community strategic planning total \$56,950 from various entities, organizations and businesses. Expenses to date total \$52,000. Many pledges are pending in support of the planning process. We project a total budget for community planning to be between \$85,000-\$100,000.

We need your involvement as a volunteer, your influence by recommending others to participate, and your financial commitment to help make the planning process possible.

We look forward to working with you in the very near future!! Please direct questions, comments or suggestions to any member of the Community Planning Committee.

### **Community Planning Committee**

Tom Seddon – Ashland University – [tseddon@ashland.edu](mailto:tseddon@ashland.edu) – Committee Chair  
Mike Bandy – Farmers & Savings Bank – [mikebandy@farmersandsavings.com](mailto:mikebandy@farmersandsavings.com)  
Dick Beal – Samaritan Hospital Foundation – [rbeal@samaritanhospitalfoundation.org](mailto:rbeal@samaritanhospitalfoundation.org)  
Keith Boales – Boales Insurance Agency – [boalesinsurance@zoominternet.net](mailto:boalesinsurance@zoominternet.net)  
Danny Boggs – Samaritan Regional Health System – [dboggs@samaritanhospital.org](mailto:dboggs@samaritanhospital.org)  
Ev DeVaul – United Way of Ashland County – [edevaul@unitedwayashlandohio.com](mailto:edevaul@unitedwayashlandohio.com)  
Dr. Lucille Ford – Ashland County Community Foundation – [accf@hmcld.net](mailto:accf@hmcld.net)  
Jim Gribble – Mohican Area Growth Foundation – [jim-magf@skyrunner1.net](mailto:jim-magf@skyrunner1.net)  
Neil Gupta – Ashland City Schools – [negupta@ashlandcityschools.org](mailto:negupta@ashlandcityschools.org)  
Jim Hess – Whitcomb & Hess, CPA – [jhess@whitcomb.com](mailto:jhess@whitcomb.com)  
Eric Koppert – Koppert Insurance – [erickoppert@neo.rr.com](mailto:erickoppert@neo.rr.com)  
Matt Miller – Salvation Army Kroc Center – [matt.miller@use.salvationarmy.org](mailto:matt.miller@use.salvationarmy.org)  
Barb Queer – Ashland County Commissioner – [baq@ashlandcounty.org](mailto:baq@ashlandcounty.org)  
Evan Scurti – Ashland Area Council for Econ. Dev. – [evanscurti@ashland-ohio.com](mailto:evanscurti@ashland-ohio.com)  
Glen Stewart – Mayor, City of Ashland – [mayor@ashland-ohio.com](mailto:mayor@ashland-ohio.com)

### **Planning Retreat Participants**

Jan Archer	Amy Daubenspeck	Mike McDaniel	Kim Spreng
Mike Bandy	Bob DeSanto	Oscar McKnight	Glen Stewart
Sue Banks	Ev DeVaul	Matt Miller	Steve Stuart
Dick Beal	Rick Ewing	Pastor Sandy Mitchell	Dwain Stitzlein
Jeff Beebe	Dr. Lucille Ford	Barb Queer	Rob Ward
Keith Boales	Jim Gribble	Julie Reineke	Rob Wash
Danny Boggs	Neil Gupta	Mark Robinson	Mike Welch
Mark Burgess	Don Haag	Bill Schroer	Craig Wiley
Marilyn Byers	Jim Hess	Evan Scurti	Katie Wright
Ginger Christ	Eric Koppert	Tom Seddon	Scott Young
Tim Cooper	Kip Matteson	Patty Shannon	Stuart Zody



ASHLAND COUNTY  
**MOVING FORWARD**

**Ashland County-Moving Forward  
County-Wide Community Planning**

**Mission (1/21/10)**

Ashland County...where community spirit brings caring families together in natural beauty.

**Core Values (1/21/10)**

Community Spirit & Service –

Community spirit is rewarded, encouraged and recognized as an integral part of the culture.

Family –

The family is central to the success and vitality of the community.

Focus on each Citizen –

Celebrate positive work ethic and educational opportunities.

Beauty of the County –

We celebrate and protect the beauty of the County in all decision making.

## S.W.O.T. Analysis (12/9-10/09)

### Strengths

1. Nice People
2. Positive Work Ethic
3. Safe Community
4. Community/Government/Business Cooperation
5. Moral Values
6. Recreation/Tourism

### Weaknesses

1. Downtown "Look"
2. County Undervalues Education
3. Internet Connectivity
4. Lack of Job Opportunities
5. Lack of Youth Entertainment
6. Average is OK Attitude

### Opportunities

1. Natural Beauty
2. Location
3. Interest in Small Town Living
4. Internet Connectivity
5. Bio-Agri Science/Businesses
6. Interstate 71/Rt. 250/Rt. 30

### Threats

1. Electric Rates
2. Wooster, Ohio Competitive Advantage
3. Population Decline
4. Reduced Tax Revenue
5. Tax Valuation for School Funding
6. Loss of Major Employer

## **Long Range Objectives (3/1/10)**

1. Build/renovate educational facilities countywide to be state-of-the-art.

TASK FORCE FACILITATORS – Jim Hess & Rob Ward

2. Achieve Succeed & Prosper through Education – Ashland – Richland – Crawford (SPARC) outcomes by 2018.

TASK FORCE FACILITATORS – Neil Gupta & Lucille Ford

3. Complete countywide access to high speed internet.

TASK FORCE FACILITATORS – Jeff Beebe & Rob Wash

4. Eliminate duplication of non-profit and public sector services across the county.

TASK FORCE FACILITATORS – Glen Stewart & Barb Queer

5. Achieve active, livable downtowns throughout the county.

TASK FORCE FACILITATORS – Scott Young & Julie Reineke

6. Achieve beautification of entry corridors throughout the county.

TASK FORCE FACILITATORS – Matt Miller & Evan Scurti