Welcome!
McKenzie River Action Team
Chili Cook-Off
Open House Stations

Visit the stations, review the information, and consider:

1. What stands out?
2. What else should we, as a community, consider working collectively to achieve in the next 10 years?
3. What would inspire you to get involved?!
Agenda

5:30 pm: Welcome & Social Time
5:45 pm: Discuss Community Goals & Projects
6:15 pm: Chili Dinner
7:00 pm: Next Steps for Community Vision & Action Plan
7:20 pm: Closing – Chili Winner & Next Meeting
Group Agreements

• Listen & share the air space

• Be open & curious

• Take care of yourself
McKenzie River Action Team

Priority Goals & Strategic Direction
About McKenzie River Action Team

• Made up of community volunteers working to improve the McKenzie River Valley. Open to all.

• Many of the volunteers have participated in the Ford Institute Leadership Program (FILP) and the Oregon Rural Tourism Studio Project (ORTSP).

• RARE AmeriCorps Member, Ashley Adelman, who was brought on board to help with various projects.
Timeline

Ford Institute Leadership Program (FILP)

2008 – Cohort 1: Blue River Riverwalk
2009 – Effective Organizations
2010 – Cohort 2: Community Signs
2011 – Community Collaborations: McKenzie Bicentennial
2012 – Cohort 3: Blue River Park and Footbridge
2013-2014 – Ongoing community building activities

Oregon Rural Tourism Studio Project (RTS)

2010 – McKenzie Valley selected
Spring 2011 – Eight workshops: community tourism planning, nature-based tourism, bicycle tourism, cultural heritage tourism, agritourism, marketing & fundraising
Summer 2011 – Steering Committee formed, later became Tourism Committee of Chamber

McKenzie Action Team

2014 – FILP Alumni Celebration & formation of Action Team
2015 – Action Team met monthly, identified goals & projects
Fall 2015 – Ashley (RARE) began 11-month service
Winter 2015 – Engage with Lane County on rural economic development
Spring 2016 – Community outreach efforts
MCKENZIE RIVER COMMUNITY VITALITY

Strategic Direction:
Invest in our natural assets, people, and economy to secure a vital future for our 50 mile rural McKenzie Valley – a place people are excited to visit and live.

Priority Vitality Indicators *source: OSU Extension
- Healthy and educated population
- Community support for resident's needs
- Diverse economy (eco-economy)
- Well-maintained, adequate built environment (road, utilities, building, parks, community system, public transportation)
- Adequate and diverse internal and external resources exist, are actively developed, and widely used to the benefit of the community
- Leaders are able to effectively engage in the democratic process and produce and implement quality plans for the community

Priority Goals:

- Health: Maximize opportunities for improved health and well-being of residents.
- Rural Character & Environmental Quality: Enhance the rural character of the community and quality of the environment. Foster environmentally sustainable communities.
- Infrastructure: Develop the infrastructure of the communities (e.g. high-speed internet and improved wastewater management).
- Community Capacity: Enhance coordination and communication between groups, expand volunteerism, and maximize partnerships.
- Economy: Enable and enhance economic development, maintaining the tourism and recreation focus while expanding opportunities for commercial enterprises, including small businesses.
MCKENZIE RIVER ACTION TEAM PROJECTS + INPUT FROM COMMUNITY OUTREACH MEETINGS*

**Community Capacity**
- Volunteer database
- McKenzieCommunity.org
- Use Facebook for outreach
- Fundraising
  - Community welcome package
  - Community service options for students
  - Support churches and community centers

**Health**
- Support social service providers (food pantry & clinic)
- Telemedicine at Clinic
- Support health options (Cigiton, wellness, yoga, exercise classes)
- Enlarge medical clinic to include full-time physician
- Need for dental & mental health services on the River
- Community garden & gleaning network
- Community events at local farms

**Rural Character & Environmental Quality**
- Willamette Children’s Forest
- Sustainable tourism
- Affordable housing
- Guided tours
- History sharing events
- Connect folks with opportunities to learn local knowledge
- Attract youth & entrepreneurs to the area

**Infrastructure**
- Broadband improvements
- Sustainable tourism
- Wastewater treatment
- Permitting challenges
- Affordable housing
- Improve cell phone service
- Highway needs improvements - lines, signs and bike lanes
- Volunteer groups supporting public lands, clean up parks & trails

**Economy**
- Year-Round Tourism Plan
- Comprehensive map & visitor’s guide
- Support Interpretive Center at Old McKenzie Fish Hatchery
- Need staffed Visitor’s Center
- Local Foods System - healthy & affordable
- Business incubator

*Colored boxes indicate current Action Team projects, outlined boxes are suggestions from outreach meetings*
Community Capacity

*Increase community capacity through enhanced coordination and communication between groups.*

**Current Projects**
- Volunteer database
- McKenzieCommunity.org & community calendar
- Facebook outreach
- Fundraising

**Potential Projects**
- Community welcome package
- Community service for students
- Connect folks with opportunities to learn local knowledge
- Support churches and community centers
Health

*Maximize opportunities for improved health and well-being.*

**Current Projects**
- Support social service providers (food pantry & clinic)

**Potential Projects**
- Telemedicine at Clinic
- Support health options (QiGong, wellness, yoga, exercise classes)
- Enlarge medical clinic to include full-time physician
- Need for dental & mental health services on River
- Community garden & gleaning network
- Community events at local farms
Rural Character & Environmental Quality

*Enhance the rural character of the community and quality of the environment. Foster environmentally sustainable communities.*

**Current Projects**
- Willamette Children’s Forest
- Sustainable tourism

**Potential Projects**
- Affordable housing
- Guided tours
- History sharing events
- Connect folks with opportunities to learn local knowledge
- Attract youth & entrepreneurs to the area
Infrastructure

Develop the infrastructure of the communities (e.g. high-speed internet and improved wastewater management)

Current Projects
- Broadband improvements
- Wastewater treatment in Blue River
- Permitting challenges

Potential Projects
- Affordable housing
- Improve cell phone service
- Highway needs improvements – lines, signs and bike lanes
- Volunteer groups supporting public lands, clean up parks and trails
Economy

Enable and enhance economic development, maintaining the tourism and recreation focus while expanding opportunities for entrepreneurs.

Current Projects

• Year-Round Tourism Plan
• Comprehensive map & visitor’s guide
• Support Interpretive Center at Old McKenzie Fish Hatchery

Potential Projects

• Need staffed Visitor’s Center
• Local Foods System – healthy & affordable
• Business incubator
Thank You to our donors! Community building efforts in the McKenzie River Valley wouldn’t be possible without generous contributions from:

- The Ford Family Foundation
- Lane County Community & Economic Development
- Lane Electric Co-Op
- Eugene Water & Electric Board
- Bert’s Guide Service
- Walterville Market
- Filacres
- The Blueberry Patch Farm
- Blue River Service Center
- A Helfrich Outfitter, LLC
- Organic Redneck
- McKenzie Mist
- McKenzie River Round House B&B
- Debbie & Randy Dersham
- Gerry Aster
- Nadine Scott
- Will Rutherford
- Chuck Tannenbaum
Community Capacity: Increase community capacity through enhanced coordination and communication between groups.

Health: Maximize opportunities for improved health and well-being.

Rural Character & Environmental Quality: Enhance the rural character of the community and quality of the environment. Foster environmentally sustainable communities.

Infrastructure: Develop the infrastructure of the communities (e.g. high-speed internet and improved wastewater management)

Economy: Enable and enhance economic development, maintaining the tourism and recreation focus while expanding opportunities for entrepreneurs.
Discussion

• What goals/projects energize you?

• What, if any, priorities or opportunities are missing?

• Who needs to be a part of shaping community priorities whose voices we haven’t heard (or heard adequately) yet?
Chili Dinner

6:15 pm – 7:00 pm

Vote for your favorite chili!

Chat with your friends and neighbors!
Community Vision & Plan

• What is the importance of a community vision and/or strategic plan to the McKenzie’s progress?

• What steps have been taken toward this already?
Next Steps

• What are important next steps to bring a community vision and/or strategic plan to life?

• How can you contribute your time, talent, or treasure?
  ➢ For example: help with community planning, serve on a local nonprofit board, volunteer to move a project forward, make a donation, etc.
  ➢ Please fill out the volunteer interest survey.
Upcoming Meetings

Blue River Community Development Corporation Meeting
May 19th 6pm – 8pm
McKenzie Community Track and Field
Discuss transition from BRCDC to McKenzie CDC

Action Team Meeting
June 21st 5:30pm – 7:30pm
McKenzie Community Track and Field – AMJ Building
The Chili Cook-Off Winners are...

Winners gain pride, kudos, and many future requests for your famous chili at community gatherings! Plus... a bottle of wine!
Thank You!