

2013 Vernon Community Action Plan



December 2013

Acknowledgements

The City of Vernon, Wilbarger County, The Business Development Corporation of Vernon and the Vernon Chamber of Commerce would like to gratefully acknowledge the dedicated leadership and involvement of Dr. Monica Wilkinson, the Community Development Director for the City, who organized and led the Community Kick-off Meeting and focus groups, and compiled the data from those meetings and wrote up the results; Dr. Dusty Johnston, President of Vernon College, who organized and led the Community Planning meeting and summarized the data and methodology of the meeting; and Criquett Lehman and Roxie Hill of Vernon College who provided the technical support for the Community Planning meeting and compiled the data; and most of all to the citizens of Vernon and Wilbarger County who took the time to participate in this planning process and let their voices be heard for the betterment of the future of the community.

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Introduction

In 2008, The Texas Engineering Extension Service (TEEX) led and prepared a community action plan for Vernon and Wilbarger County, at the request of the Business Development Corporation of Vernon. The plan was labeled the Vernon, Texas Community and Economic Development Initiative. The plan, referred to locally as the “TEEX Plan” recommended eighteen activities or “core functions” and included recommendations for addressing the activities. The plan was adopted by the City of Vernon, Wilbarger County, the Chamber of Commerce, and the Business Development Corporation as a method of coordinating activity among the four entities and as a guide for community development. While the four entities embraced the eighteen activities as worthy goals for the community, the entities elected to take into consideration the specific recommendations for addressing the activities, preferring to consider options in addition to those recommended by TEEX. The plan was presented to the public by the four entities and adopted at a public “First Friday” breakfast meeting in which all four entities convened their respective boards or commissions to vote to endorse the plan. Periodic progress reports were provided to the Community at subsequent First Friday breakfast meetings. By 2012 the four entities could rightly declare victory or substantial progress on most of the eighteen action activities. A number of the activities are on-going in nature and may never be truly “finished.”

The four entities sought to build on the success of using a community wide plan to guide cooperation and coordinated action for community development. The first such effort involved contracting with another outside consultant to facilitate the planning process. This effort did not yield the results desired as the focus of this effort seemed to be on identifying fund raising opportunities. The entities chose to pursue a self-directed planning effort.

The community development planning reflected in this document occurred in two phases. The first phase had two parts. The first part was a

community wide planning meeting in which goals were identified and prioritized. After goals were set and prioritized they were organized according to similarity and assigned to “focus groups”. The focus group meetings were the second part of phase one. The focus groups engaged in review of the priorities and recommendations from the larger meeting for further refinement and identification of possible strategies for accomplishment.

The second phase was a community task force meeting in which the original goals were reviewed and given another priority ranking, the focus group activities were ranked, and the strategies and objectives were assigned to a recommended lead entity for further action.

The final step in the planning process was the compilation of this document and distribution to the sponsoring entities and the public at large. Following the precedent set in implementation of the TEEX plan, the entities may consider adoption of the plan by formal resolution.

The plan that follows describes the planning processes and the results of those efforts. Ten community action goals were identified in this planning process, which were organized into six areas of focus. Each focus area contains a number of objectives or strategies that will guide community development action for the immediate future. As with the TEEX plan, some of these goals will be on-going in nature and will never be considered finished. Some of them may change as time and circumstances dictate.

Community Kick-Off Meeting

A community planning kick-off meeting was held in the Empire Room of the Wilbarger County Auditorium at 6:30 pm on May 7, 2013. The purpose of the kick-off meeting was to review the accomplishments of the 2008 Texas Engineering and Extension (TEEX) plan and to facilitate a large group brainstorming and community goal-setting session for the 2013 community plan.

The kick-off meeting was well attended with over 130 citizens present. A modified nominal group technique was used to facilitate input from the crowd. Due to an unexpected large group, a lack of facilitators and time constraints, it was decided that instead of breaking the large group of 130 into smaller groups, the facilitator would go through the NGT process with the whole group therefore slightly 'modifying' the standard nominal group technique. The following input question was asked:

What facilities, amenities, businesses, and/or services are needed in Vernon within the next 5-10 years?

The group spent 5-10 minutes individually brainstorming and wrote their ideas on the distributed input sheets. A microphone and podium was set up in the middle of the room. Citizens were invited to one by one, come to the microphone and present their top answer to the input question. Due to the large crowd, citizens were asked to try to keep their response time under five minutes. After 1-1.5



hours all of those wishing to speak had done so. We found that due to some very immediate concerns of the community (i.e. water security and Vernon's legislative presence) fewer topics came up than expected. During the process, a new flip sheet was started with every new topic or category that was presented. After collectively consolidating a few redundant ideas/topics, three colored dots were distributed to each citizen in the room. The flip chart sheets were put on a large wall. Everyone was asked to put the green dot on their first choice, orange on their second choice and pink



on their third choice. A richer data set would have been received if more 'dots' or ranking had been allowed but due to the large crowd, each person was asked to rank only their top three.

Method - The Nominal Group Technique

The nominal group technique (NGT) is a structured form of group brainstorming commonly used in community planning. The process prevents the domination of discussion by receiving input in a round-robin format which creates the opportunity for everyone in the group, including more passive participants, to participate. Nominal group technique is a bottom-up, grassroots, and participative method that values input from each individual in the group. No one is greater than the other. The opinion of each participant is received and ranked by the group. The most popular ideas rise to the top by group consensus. The key steps of NGT are:

1. Divide the large group into smaller groups.
2. State an open-ended question.
3. Have the group spend 5-10 minutes in silence brainstorming individually on the question. Have each participant jot down their answers on paper.
4. In round-robin format, have individuals present their top answer to the presented question to the group. The facilitator records the answers on a flip chart until no new answers are given. No criticism or debate is allowed during this stage.
5. The facilitator invites discussion on if and how the group would like to consolidate or condense any of the answers/topics.
6. Each individual then 'votes' by ranking what they should be the top 3 ideas on the flip charts. This can be done by using colored or numbered stickers.
7. The facilitator then tabulates the 'votes' on the ideas on the flipcharts. The top answers to the presented question are then listed and discussed.

One of the many advantages of NGT is that each member of the group is invited to participate on equal terms. The ideas of participants with varied socioeconomic status, race, gender and ethnicity are valued equally which makes NGT a preferred tool for community planning where leaders are looking to poll their community on their needs and desires.

Results

After the data was tabulated, a list of the community's top ten priorities and the points they received at the meeting was formulated.

Vernon Top 10 Goals Community Input Meeting May 7, 2013

1. Secure Water Resources	81
2. Stronger legislative presence	59
3. Find federal funds for surface water retention facilities	39
4. Softball/baseball complex	30
5. Fun/healthy activities for youth	30
6. Increased support (retention) of small businesses	26
7. More & improved restaurants (open longer)	24
8. Shop local campaign	24
9. Running/biking trails	15
10. Better medical infrastructure & services	13

Data from the May 7th meeting was then analyzed to come up with a list of the top six topic areas that were addressed at the meeting. These top six topic or focus group areas provided a starting point for focus group community meetings to be held in June 2013.



Focus Group Meetings

Six community topic or focus group meetings were conducted in June 2013. The purpose of the community focus group meetings was to give community members interested in a particular topic area the opportunity to discuss goals and ideas within that topic area in more detail. Several of the focus group meeting discussions brought up more ideas so the NGT process was used to rank them. Other focus groups, those with a common few and agreed upon goals, lent themselves more to strategizing. Both the Legislative Issues and Small Businesses/Economic Development focus group meetings, for instance, were quite fruitful in their discussions on how to actually accomplish some of the agreed upon goals of a stronger legislative presence and support of local small businesses.

Community Input Focus Group Meeting Schedule	
Quality of Life/Youth	June 6, 2013 5:30pm
Water Resources	June 10, 2013 5:30pm
Parks	June 13, 2013 5:30pm
Legislative Issues	June 17, 2013 5:30pm
Main Street/Tourism	June 20, 2013 5:30pm
Small Businesses/ Economic Development	June 24, 2013 5:30pm

While the focus group numbers were small (5-15) compared to the larger kick-off meeting (130), the discussions and data from the focus group meetings is qualitatively rich and should not be dismissed in future policy making discussions.

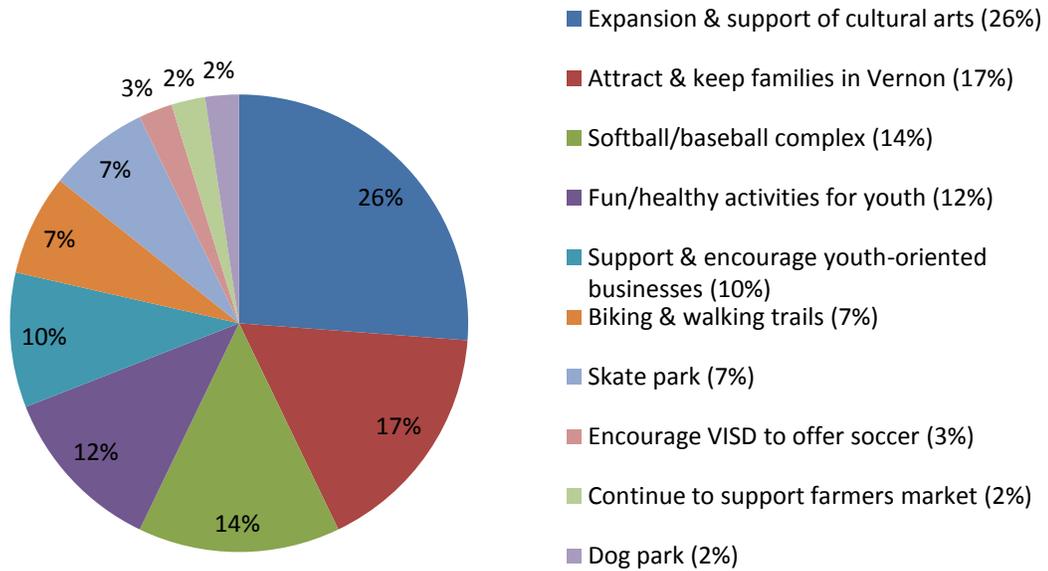
The following pages contain pie charts depicting the rankings and distribution of priorities for each of the Focus Groups'



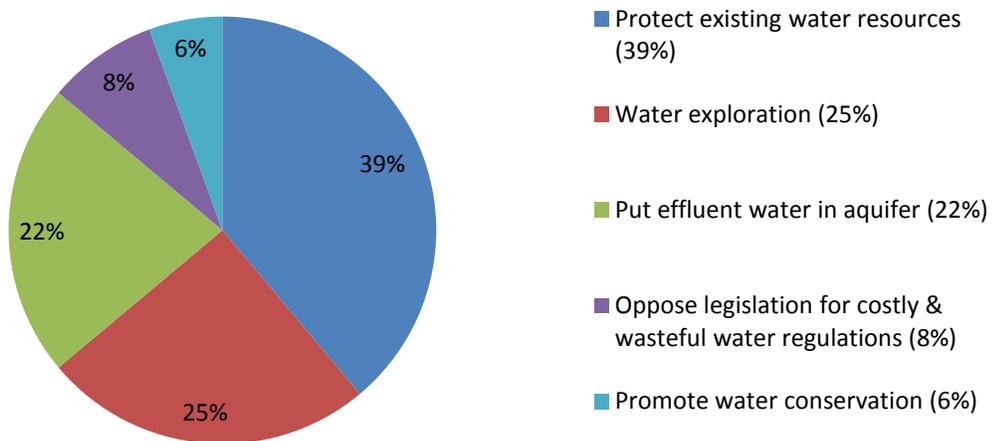
topics. In the process of discussing and ranking the priorities of each group, some strategies emerged that provide guidance to future efforts to help accomplish the objectives. Note that the chart from the Legislative Issues group is made up of strategies that were given equal weight.

Results

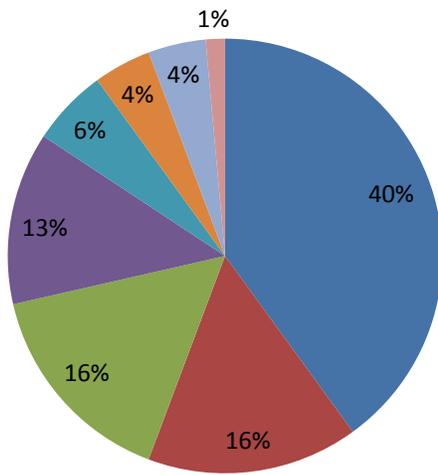
Youth / Quality of Life



Water Resources



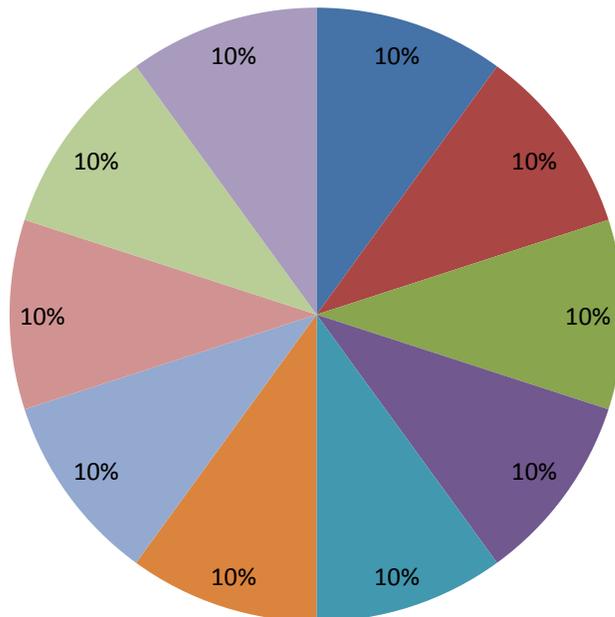
Parks



- Softball/baseball complex (40%-consensus priority)
- Running/biking trails (16%)
- Improve existing park facilities (16%)
- Skate Park (13%)
- Parks & Recreation Programming (6%)
- Dog Park (4%)
- Pedestrian Interconnectivity (4%)
- Public fishing pond (1%)

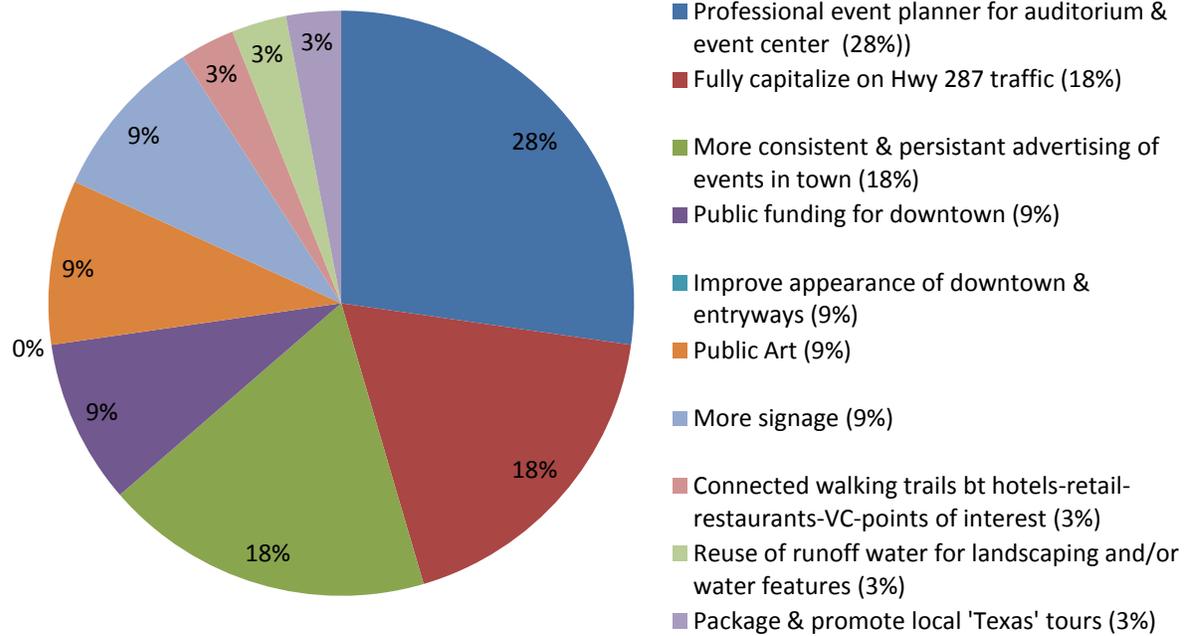
Legislative Issues

Strategies for a stronger legislative presence



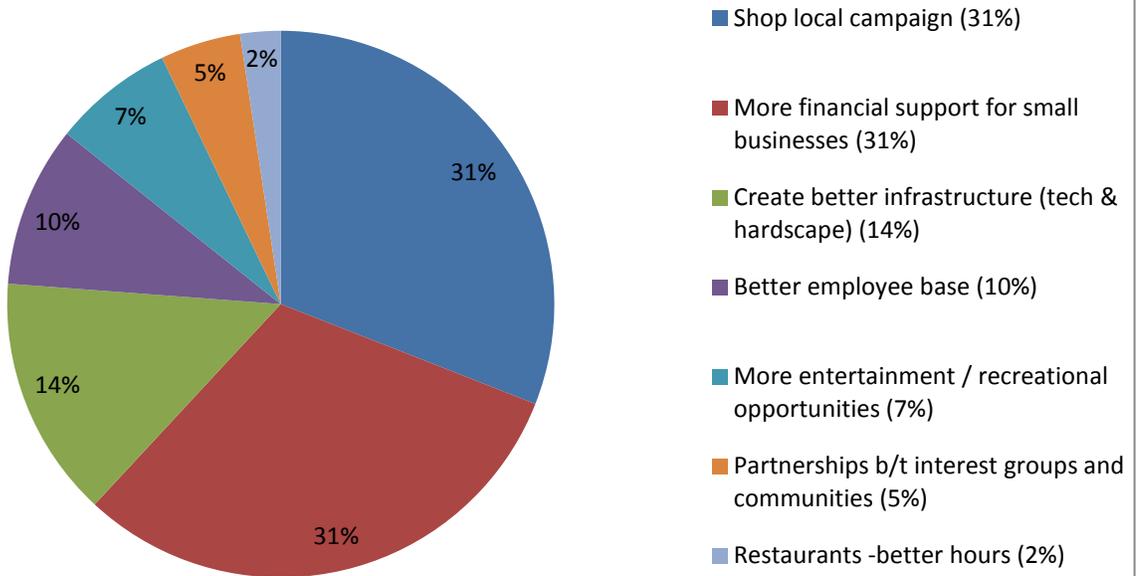
- Contract with lobbyist/consultant
- Continue & improve Leadership Vernon legislative event
- Vernon gov't relations 'workgroup' to raise funds and be liason (Chamber Gov't Relations committee)
- Track proposed legislation
- Partner with surrounding communities
- Town Hall mtgs to keep public informed
- Express appreciation to elected officials and keep informed on Vernon
- Stay connected with statewide interest groups
- Collaborate with local entities and state interest groups
- Ensure that local officials are informed & involved

Main St. / Tourism



Small Businesses/Economic Development

Strategies for increased support of small businesses



Community Planning Meeting

The primary mission of the Community Action Plan prioritization activity was to provide community entities with direction based upon community member input to best utilize resources such as time, energy, and money in the development of a community action plan.

An open meeting was conducted on October 1, 2013 consisting of forty-one community members, many representing larger groups, boards, and organizations. Due to the relatively small participation in the Focus Group meetings, letters were sent to leaders of civic groups and major employers inviting them to participate or send representatives. The members of the Commissions and Boards of the sponsoring entities were also invited, followed by a general invitation to the public to participate in the process. The participant response system was set up to accommodate up to one hundred participants.

The group was tasked with reviewing information regarding recommended goals, strategies, and actions from a previous open community meeting conducted on May 7, 2013 as well as the follow-up focus group meetings.

The prioritization activity was focused on three outcomes:

- to prioritize ten previously identified community goals
- to prioritize specific strategies/actions as recommended by earlier focus groups
 - water resources
 - small business/ economic development
 - legislative issues
 - youth/quality of life
 - main street/tourism
 - parks
- to recommend specific entities to provide leadership to implement strategies/actions to accomplish the prioritized goals
 - Business Development Corporation
 - City of Vernon
 - Local Civic Group
 - Vernon Chamber of Commerce
 - Wilbarger County
 - Other- (Schools, Churches, Civic Clubs, and Ad-Hoc Groups)

Method –Participant Response System

Forty-one community members were provided with participant response system devices (clickers) to allow each individual to provide input into the prioritization and selection process.

- The ten previously identified community goals were ranked 1-10 by each participant with 1 representing the most important. A mean/average was calculated for each community goal and a final ranking determined from 1 to 10. The final report reflects the prioritization.
- Within the six focus group categories, the previously recommended strategies/actions were prioritized by each participant with 1 representing the most important. A mean/average was calculated for each recommended strategy/action. The final report reflects the prioritization.
- Each recommended action/strategy was revisited so that participants could indicate their choice of entity to provide leadership to accomplish strategies/actions to assist in meeting the recommended community goals. The final report indicates the entity or entities selected by the majority of the participants.

Results

The results of the community action planning process yielded a slightly different order of priority than did the results in the larger community kick-off meeting. Water resources led the order of both lists; stronger legislative presence had a lower ranking, behind seeking funds for surface water and support for small business. One possible reason for part of the different ranking was the timing and level of interest by participants. For example, the Legislature was still in session when the first meeting was held, with a water-related bill important to Vernon and Wilbarger County pending at the time.

Top 10 Vernon Community Goals

October 1 Community Planning Meeting

Rank	Goals	Mean
1.	Secure Water Resources	1.48
2.	Find Federal Funds for surface water retention facilities	3.68
3.	Increase support(retention) of small businesses	3.90
4.	Stronger legislative presence	4.65
5.	Fun/healthy activities for youth	5.98
6.	Softball/baseball complex	6.33
7.	Shop local campaign	6.80
8.	Better medial infrastructure & services	6.95
9.	More & improved restaurants – open longer	7.23
10.	Running/biking trails	7.68

The participants in the community action planning meeting then ranked each of the objectives and strategies listed in the focus group meetings results. Again, the second rankings varied somewhat from the original

rankings in the smaller focus groups. A significant part of this group's work was in its recommendations for which entity should take the lead in working to accomplish the objectives of the plan. The tables that follow list the objectives and strategies as ranked by the meeting participants and their recommendations for the leadership assignments for the objectives.

Youth / Quality of Life

Focus Group Strategies/Actions

Strategies/Actions	Mean	Entity
Attract & keep families in Vernon	2.76	Vernon Chamber of Commerce
Fun/healthy activities for youth	3.51	City Of Vernon/Local Civic Group
Softball/baseball complex	4.39	City Of Vernon
Support & encourage youth-oriented businesses	5.05	Business Development Corporation (BDC)
Biking & walking Trails	5.27	City Of Vernon
Expansion & support of cultural arts	5.34	Local civic Group
Continue to support farmers market	5.76	Vernon Chamber of Commerce
Encourage VISD to offer soccer	6.93	Other
Skate Park	6.95	City Of Vernon
Dog Park	8.56	City Of Vernon

11/20/2013

Water Resources

Focus Group Strategies/Actions

Strategies/Actions	Mean	Entity
Protect existing water resources	1.17	City of Vernon
Water exploration	2.24	City of Vernon
Promote water conservation	3.63	City of Vernon
Oppose legislation for costly & wasteful water regulations	3.90	City of Vernon
Put effluent water in aquifer	4.05	City of Vernon

11/20/2013

Parks

Focus Group Strategies/Actions

Strategies/Actions	Mean	Entity
Improve existing park facilities	2.10	City of Vernon
Softball/baseball complex	2.83	City of Vernon
Running/biking trails	3.27	City of Vernon
Parks & recreation programming	3.85	City of Vernon
Pedestrian interconnectivity	5.07	City of Vernon
Skate park	5.37	City of Vernon
Dog park	6.39	City of Vernon
Public fishing pond	6.71	Other

11/20/2013

Legislative Issues

Strategies/Actions to achieve the goal of a stronger legislative presence

Strategies/Actions	Mean	Entity
Track proposed legislation	4.37	City of Vernon
Ensure that local officials are informed & involved	4.59	City of Vernon
Town hall meetings to keep public informed	4.61	City of Vernon
Contract with lobbyist/consultant	5.17	City of Vernon
Collaborate with local entities & state interest groups	5.54	City of Vernon
Partner with surrounding communities	5.61	City of Vernon/Vernon Chamber of Commerce
Continue & improve Leadership Vernon legislative events	5.98	Vernon Chamber of Commerce
Vernon gov't relations 'workgroup' to raise funds and be liaison (Chamber Gov't Relations committee)	5.98	Vernon Chamber of Commerce
Stay connected with statewide interest groups	6.07	City of Vernon
Express appreciation to elected officials and keep informed on Vernon	7.02	Other

12/05/2013

Main Street / Tourism

Focus Group Strategies/Actions

Strategies/Actions	Mean	Entity
Fully capitalize on Hwy 287 traffic	2.71	Vernon Chamber of Commerce
More consistent & persistent advertising of events in town	3.24	Vernon Chamber of Commerce
Improve appearance of downtown & entryways	3.88	City of Vernon
Professional event planner for auditorium & event center	4.61	Wilbarger County
Public funding for downtown	5.05	Business Development Corporation [BDC]
More signage	6.46	Vernon Chamber of Commerce
Connected walking trails between hotels-retail-restaurants-VC-points of interest	6.49	City of Vernon
Public Art	7.17	Local Civic Group/Other
Package & promote local 'Texas' tours	7.22	Vernon Chamber of Commerce
Reuse of runoff water for landscaping and/ or water features	7.56	City of Vernon

11/20/2013

Small Businesses / Economic Development

Strategies/Actions to achieve the goal of increased support of small businesses

Strategies/Actions	Mean	Entity
More financial support for small businesses	2.66	Business Development Corporation [BDC]
Shop local campaign	2.83	Vernon Chamber of Commerce
Create better infrastructure (tech & hardscape)	3.49	City of Vernon
More entertainment/recreational opportunities	3.78	Vernon Chamber of Commerce
Better employee base	4.46	Other
Partnerships between interest groups & communities	5.17	Vernon Chamber of Commerce
Restaurants - better hours	5.22	Other

11/20/2013

Leadership Assignments

The community planning group made recommendations for the assignment of leadership responsibility to the four sponsoring entities and “other” groups to provide guidance on starting the work of the Community Action Plan. Some of the objectives fall clearly within the scope of the assigned entity and should be carried out by that entity. Other objectives and strategies are broader in nature and may require the deliberate participation and effort of several entities and groups working together. Accomplishment of some of the objectives may require the appointment of an ad-hoc group to study and lead the effort on behalf of the community, as was the case with development of the Wilbarger County Covered Events Center.

The objectives, grouped by the assigned entities are shown in the following table. They are listed by focus group and not in a cumulative order of priority. The items marked * ^ or + were assigned shared responsibility.

City of Vernon

Protect existing water resources

Water exploration

Promote water conservation

Oppose legislation for wasteful water regulations

Put effluent in aquifer

Track proposed legislation

Ensure local officials informed & involved

Town Hall meetings

Contract w/lobbyist/consultant

Collaborate w/local entities & state interest groups
Partner w/surrounding communities*
Stay connected w/statewide interest groups
Fun/healthy youth activities^
Softball/baseball complex
Biking/walking trails
Skate park
Dog park
Improve existing park facilities
Parks/recreational programming
Pedestrian interconnectivity
Running/biking trails
Improve appearance of downtown & entry ways
Connected walking trails between hotels-retail-restaurants-VC-
points of interest
Reuse runoff water for landscaping and/or water features
Create better infrastructure (tech & hardscape)

Vernon Chamber of Commerce

Partner w/surrounding communities*
Continue & improve Leadership Vernon legislative events
Government relations group raise funds/be liaison
(Government Relations Committee)
Attract & keep families in Vernon

Continue support of farmer's market
Fully capitalize on US 287 traffic
More consistent & persistent advertising of events in town
More signage
Package & promote local "Texas" tours
"Shop local" campaign
More entertainment/recreational opportunities
Partnerships between interest groups and communities

Business Development Corporation

Support/encourage youth-oriented businesses
Public funding for downtown
More financial support for small businesses

Wilbarger County

Professional event Planner for Auditorium and Event Center

Local Civic Group

Fun/healthy youth activities^
Expansion & support of cultural arts
Public art+

Other (Schools, churches, Civic Clubs, Ad-Hoc Groups)

Express appreciation to elected officials & keep informed on
Vernon

Encourage VISD to offer soccer

Public art+

Better employee base

Restaurants-better hours

Public fishing pond

Summary

Any community planning effort can be messy and tedious to accomplish, especially when it is a “home grown” effort such as this one. This planning process was no exception. The decision to “do it ourselves” was a deliberate one, in order to save the expense of outside consultants and to make an attempt to chart our own course using local talent and resources. The time was well spent and yielded results that can provide guidance to the entities and groups who will carry out the plan and should have a positive impact on continued efforts to make Vernon and Wilbarger County an outstanding place to live and work.

This plan is built on two major phases of planning activities—the Community Kick-off meeting and its related Focus Groups, and the Community Planning meeting. The two activities yielded slightly different results in the rankings of goals and priorities. The differences can be ascribed to the size of the group and timing of the respective rankings. Another review of the same issues might provide yet a third ranking. Either or both of the rankings included in this plan are relevant to the community’s growth and development activity. The combined results provide a substantial road map to the future. Relying on the community’s experience with the TEEEX plan again, there is no presumption that these goals should be addressed in sequential order. While some issues loom larger than others in the public mind and in the work of the entities, a number of initiatives can proceed simultaneously to accomplish goals concurrently. Opportunity, events, or public interest may drive work and accomplishment on one goal sooner than others. The themes and issues raised by the participants throughout this process were consistent in their comprehensiveness and in their value in providing guidance for the community for the days ahead.

As was the case with the 2008 TEEEX Plan, water remains the number one issue of concern for citizens of Vernon and Wilbarger County. In the priority tables created in the initial community meeting and the follow up task force meeting, water is at the top of the list. From there the participants in the two processes diverged slightly, with the larger group

focusing on a stronger legislative presence as the next priority, and the smaller planning group moving support for small business as the next item on the list.

Vernon's commitment to its youth and families is reflected in the next action items in support for activities for youth, a softball/baseball complex, and further down the list, running and biking trails. A shop local campaign, improved medical care, and restaurants round out the lists. All of these recommended goals are laudable and desirable for the community. As is described in the previous pages of this report, there is ample work for everyone to accomplish the aims of this plan.

Water resource development will be an on-going effort as it has for the last half century. Business and economic development will expand as the community seeks to retain large employers such as Tyson, Solvay, and the AEP power plant while also expanding small business and increasing local shopping. As the influence of rural Texas continues to decline in the Legislature, protecting rural interests while maintaining a presence in the Capitol to protect our public agencies such as North Texas State Hospital, Vernon College and the Texas Agrilife Center will be in the forefront of the community's efforts for the foreseeable future. While these efforts proceed, hard work can begin and in some cases continue to address the goals for improving the quality of life through improved parks and recreational facilities, attracting more restaurants, and improving medical facilities and infrastructure.

The City of Vernon, Wilbarger County, the Chamber of Commerce, and the Business Development Corporation appreciate the efforts of citizens in providing this roadmap for the future. As with the TEEEX plan these four entities will work to accomplish the action steps according to the wishes of the community. The planning process has provided clear direction as to the community's expectations for which entity will provide leadership for each of the strategies and objectives. In many cases the entities will have to band together with the help of other groups to fully realize the goals of the plan. The public entities will look to civic groups, ad hoc committees and interested citizens to help accomplish the tasks. As the community

gets further into the plan, the entities or groups may agree to hand off leadership responsibility for an objective between them, if such a shift in responsibility expedites accomplishment or proves to be more in line with the respective entities' scope of responsibility. What will not change is the commitment of the people of Vernon and their community entities in working together for the future of Vernon and Wilbarger County.

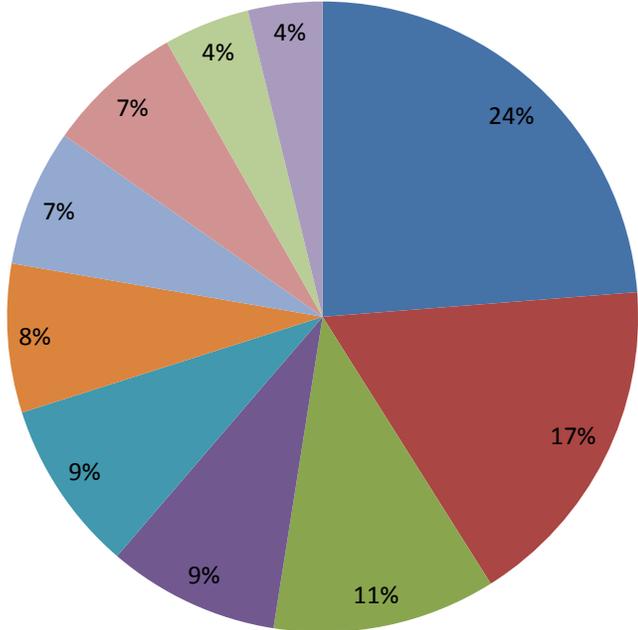
Appendix A

1. Community Kick-Off Prioritization of Goals

2. Community Plan Prioritization of Goals

Top 10 Vernon Community Goals

May 7th Community-wide Meeting



- 1. Secure Water Resources (24%)
- 2. Stronger legislative presence (17%)
- 3. Find federal funds for surface water retention facilities (11%)
- 4. Softball/baseball complex (9%)
- 5. Fun/healthy activities for youth (9%)
- 6. Increased support (retention) of small businesses (8%)
- 7. More & improved restaurants - open longer (7%)
- 8. Shop local campaign (7%)
- 9. Running/biking trails (4%)
- 10. Better medical infrastructure & services (4%)

Top 10 Vernon Community Goals

October 1st Community Planning Meeting

Goals	Mean
Secure Water Resources	1.48
Find federal funds for surface water retention facilities	3.68
Increased support (retention) of small businesses	3.90
Stronger legislative presence	4.65
Fun/healthy activities for youth	5.98
Softball/baseball complex	6.33
Shop local campaign	6.80
Better medical infrastructure & services	6.95
More & improved restaurants - open longer	7.23
Running/ biking trails	7.68

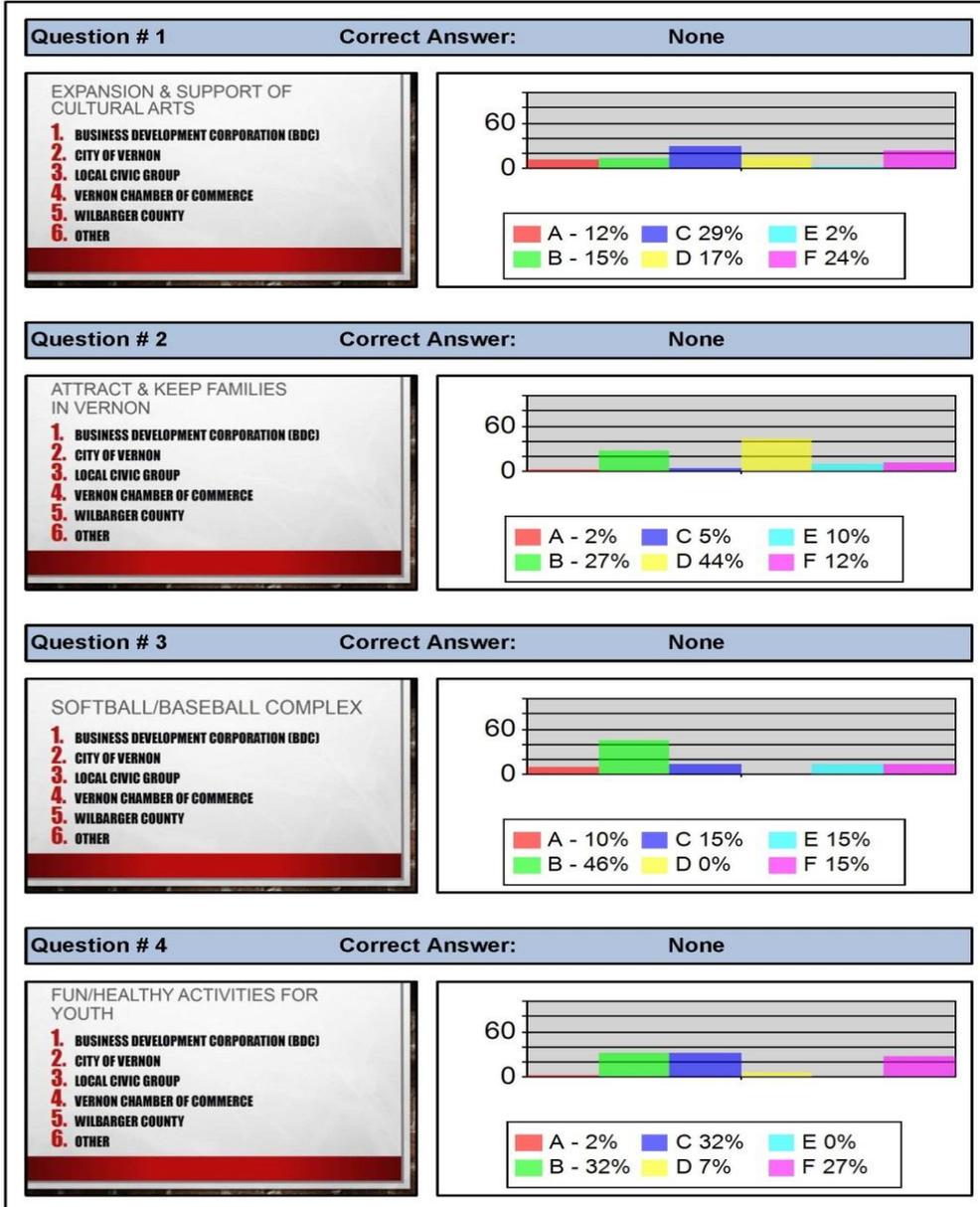
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Appendix B

Question Summary Report

Youth/Quality of Life

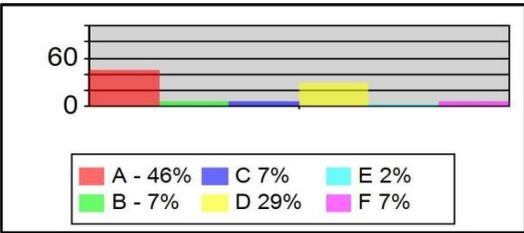
Question Summary Report



Question # 5 Correct Answer: **None**

SUPPORT & ENCOURAGE YOUTH-ORIENTED BUSINESSES

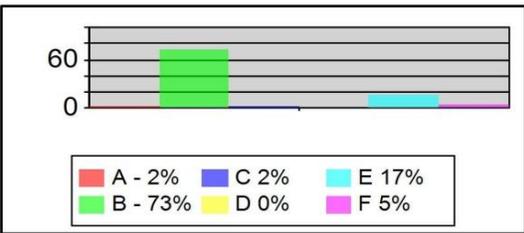
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 6 Correct Answer: **None**

BIKING & WALKING TRAILS

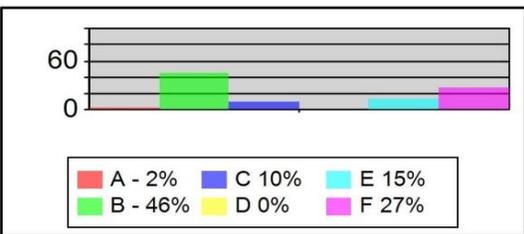
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 7 Correct Answer: **None**

SKATE PARK

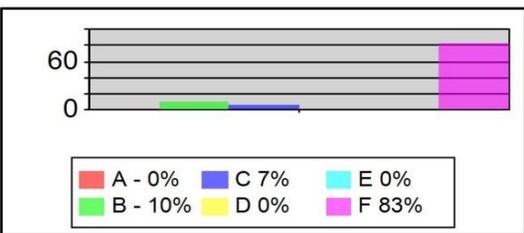
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 8 Correct Answer: **None**

ENCOURAGE VISD TO OFFER SOCCER

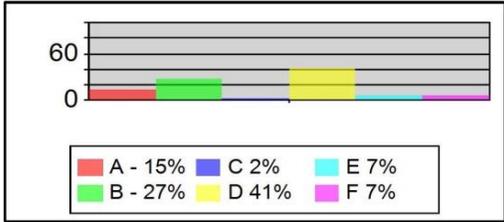
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 9 **Correct Answer:** **None**

CONTINUE TO SUPPORT FARMERS MARKET

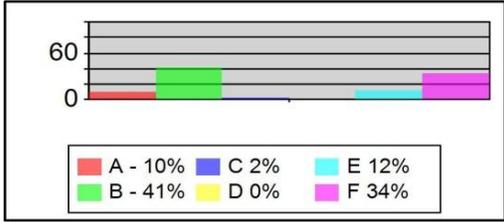
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 10 **Correct Answer:** **None**

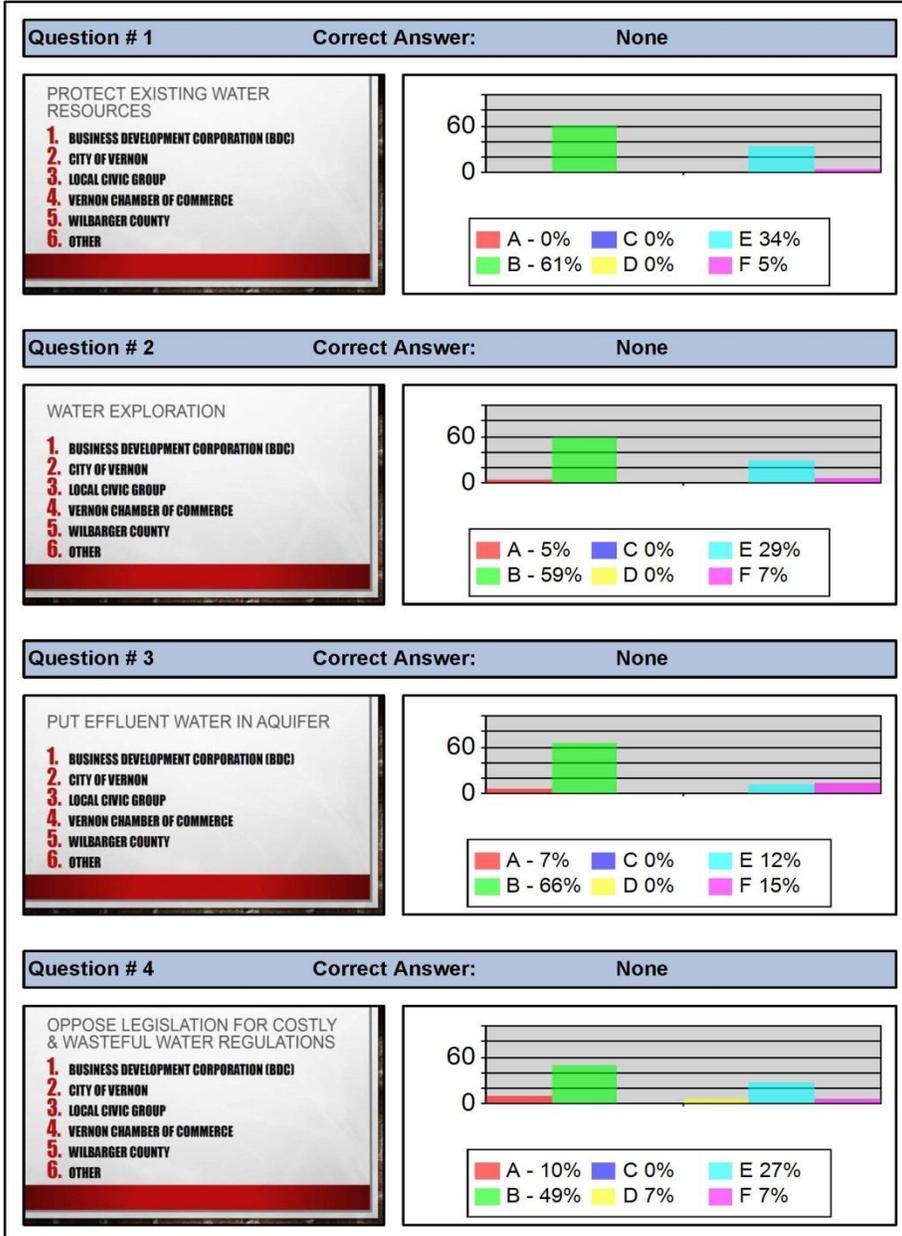
DOG PARK

1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Water Resources

Question Summary Report



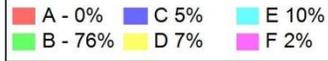
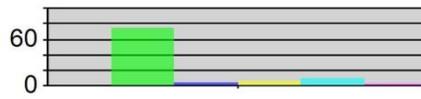
Question # 5

Correct Answer:

None

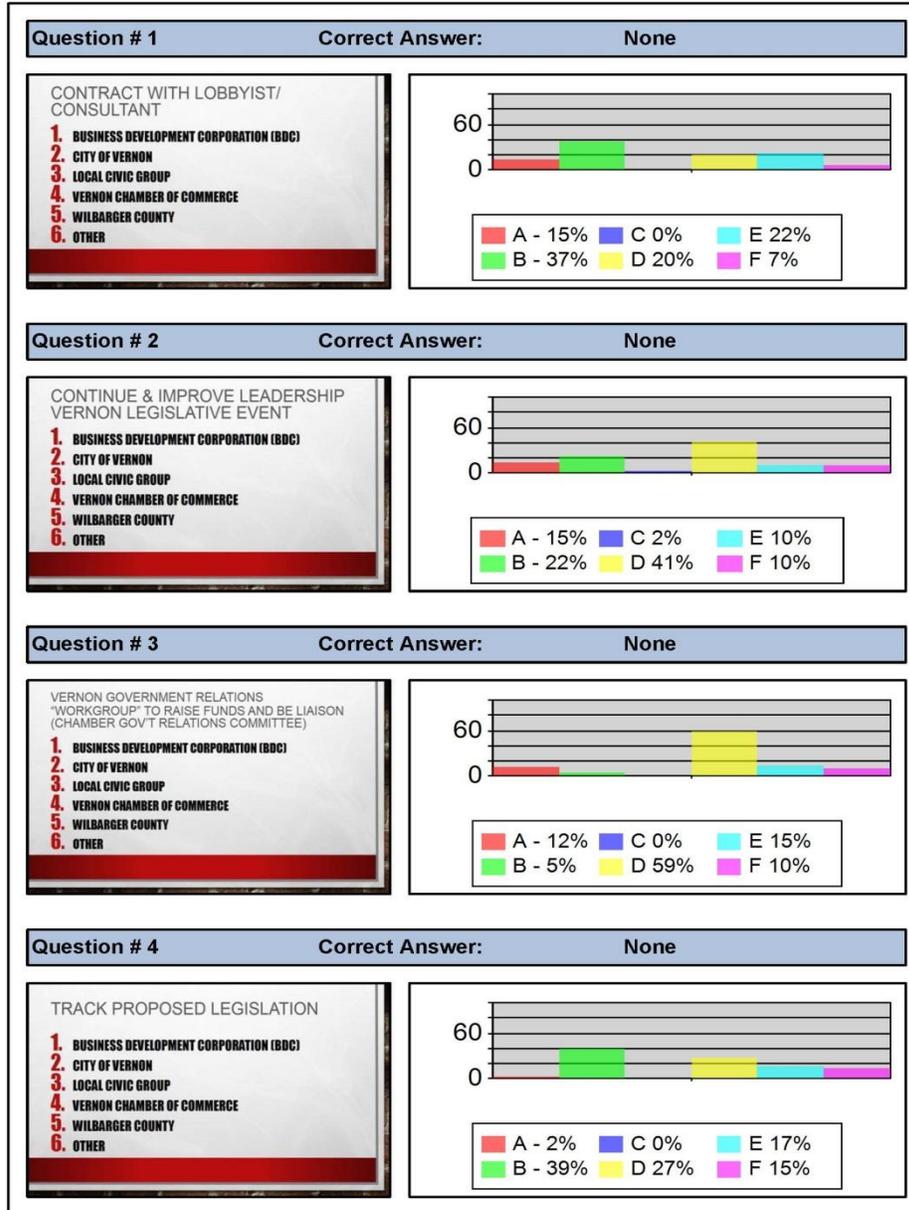
PROMOTE WATER CONSERVATION

1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



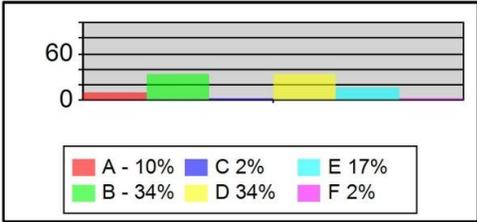
Legislative Issues

Question Summary Report



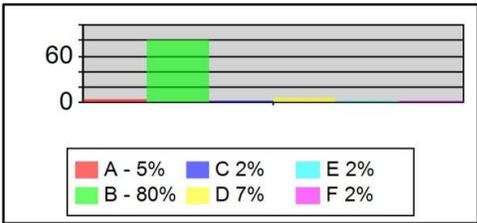
Question # 5 Correct Answer: **None**

- PARTNER WITH SURROUNDING COMMUNITIES
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
 2. CITY OF VERNON
 3. LOCAL CIVIC GROUP
 4. VERNON CHAMBER OF COMMERCE
 5. WILBARGER COUNTY
 6. OTHER



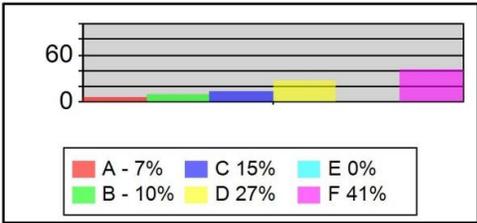
Question # 6 Correct Answer: **None**

- TOWN HALL MEETINGS TO KEEP PUBLIC INFORMED
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
 2. CITY OF VERNON
 3. LOCAL CIVIC GROUP
 4. VERNON CHAMBER OF COMMERCE
 5. WILBARGER COUNTY
 6. OTHER



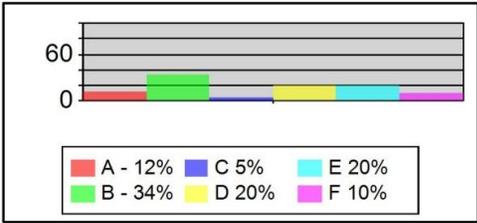
Question # 7 Correct Answer: **None**

- EXPRESS APPRECIATION TO ELECTED OFFICIALS AND KEEP INFORMED ON VERNON
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
 2. CITY OF VERNON
 3. LOCAL CIVIC GROUP
 4. VERNON CHAMBER OF COMMERCE
 5. WILBARGER COUNTY
 6. OTHER



Question # 8 Correct Answer: **None**

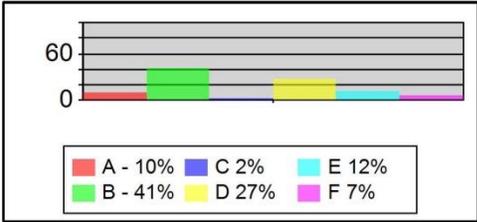
- STAY CONNECTED WITH STATEWIDE INTEREST GROUPS
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
 2. CITY OF VERNON
 3. LOCAL CIVIC GROUP
 4. VERNON CHAMBER OF COMMERCE
 5. WILBARGER COUNTY
 6. OTHER



Question # 9 **Correct Answer:** **None**

COLLABORATE WITH LOCAL ENTITIES AND STATE INTEREST GROUPS

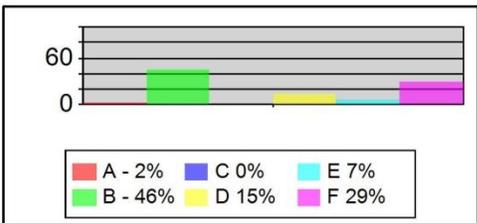
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 10 **Correct Answer:** **None**

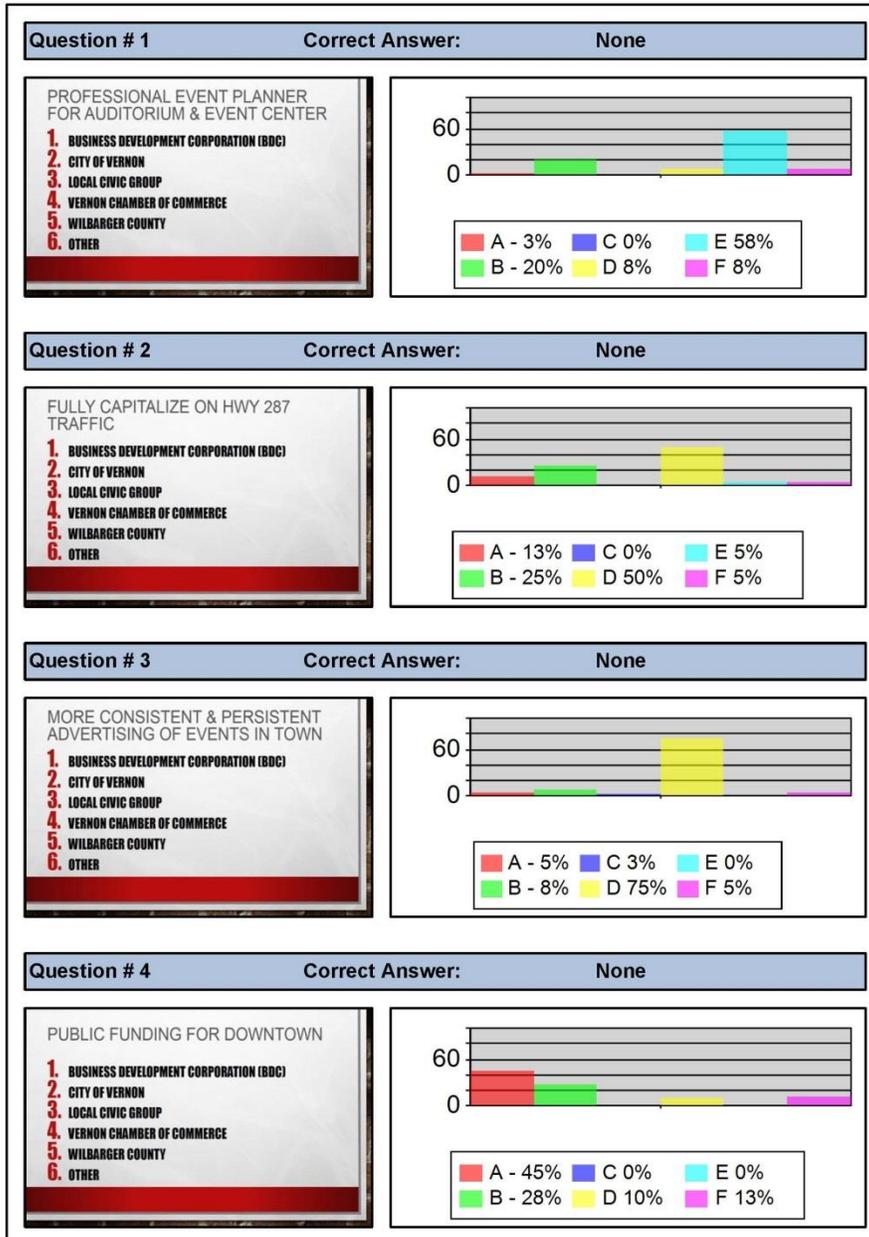
ENSURE THAT LOCAL OFFICIALS ARE INFORMED & INVOLVED

1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Main Street / Tourism

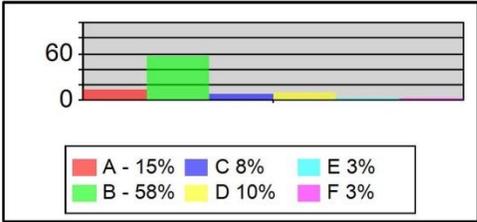
Question Summary Report



Question # 5 Correct Answer: **None**

IMPROVE APPEARANCE OF DOWNTOWN & ENTRYWAYS

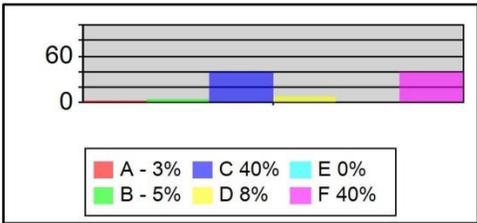
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 6 Correct Answer: **None**

PUBLIC ART

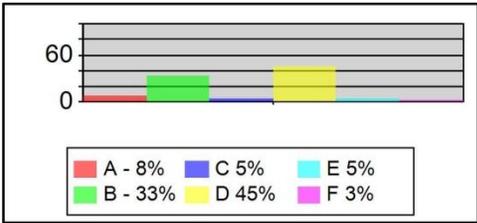
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 7 Correct Answer: **None**

MORE SIGNAGE

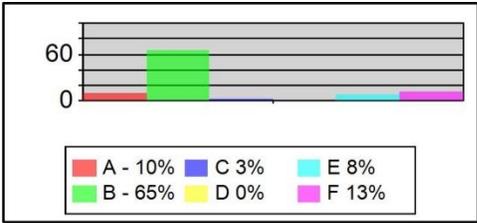
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 8 Correct Answer: **None**

CONNECTED WALKING TRAILS BETWEEN HOTELS/ RETAIL/RESTAURANTS/VC/POINTS OF INTEREST

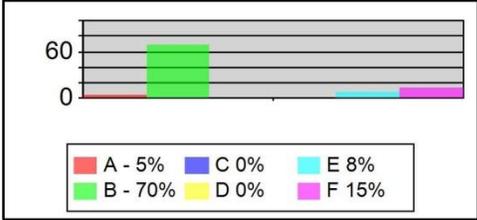
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 9 **Correct Answer:** **None**

REUSE OF RUNOFF WATER FOR
LANDSCAPING AND/OR WATER FEATURES

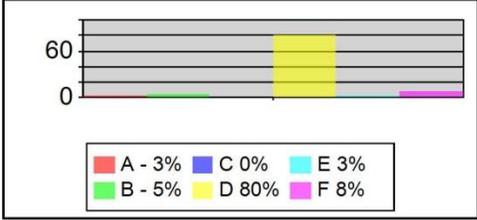
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



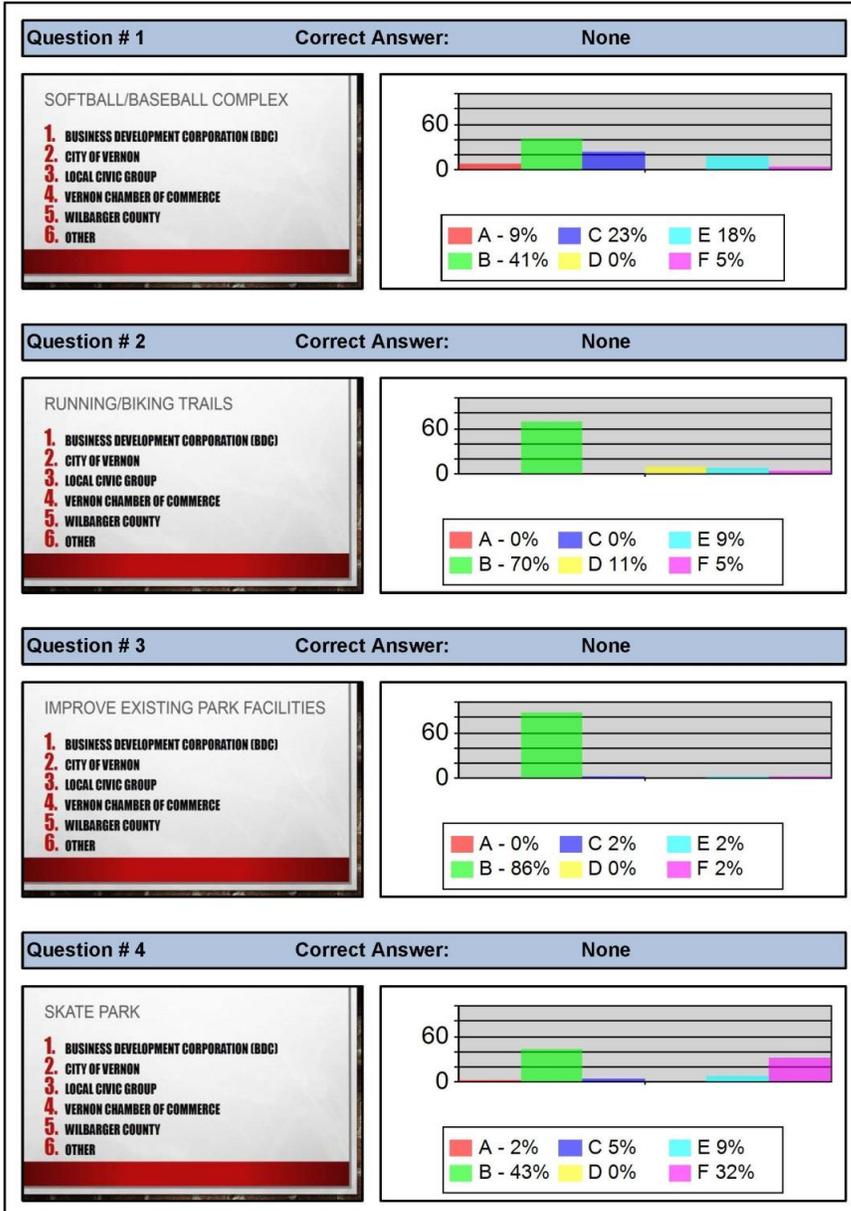
Question # 10 **Correct Answer:** **None**

PACKAGE & PROMOTE LOCAL
"TEXAS" TOURS

1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



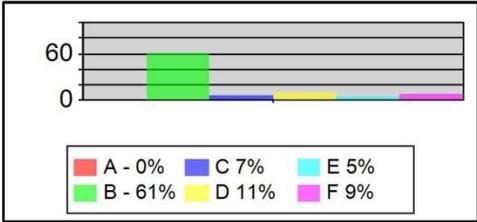
Question Summary Report



Question # 5 Correct Answer: **None**

PARKS & RECREATION PROGRAMMING

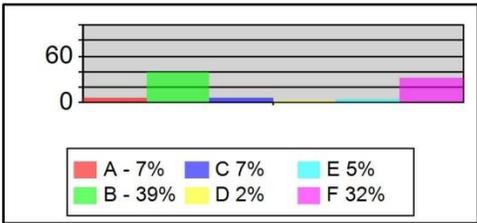
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 6 Correct Answer: **None**

DOG PARK

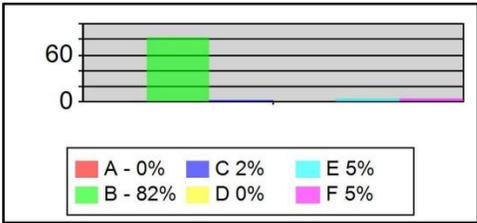
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 7 Correct Answer: **None**

PEDESTRIAN INTERCONNECTIVITY

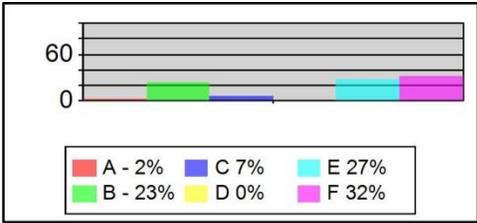
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 8 Correct Answer: **None**

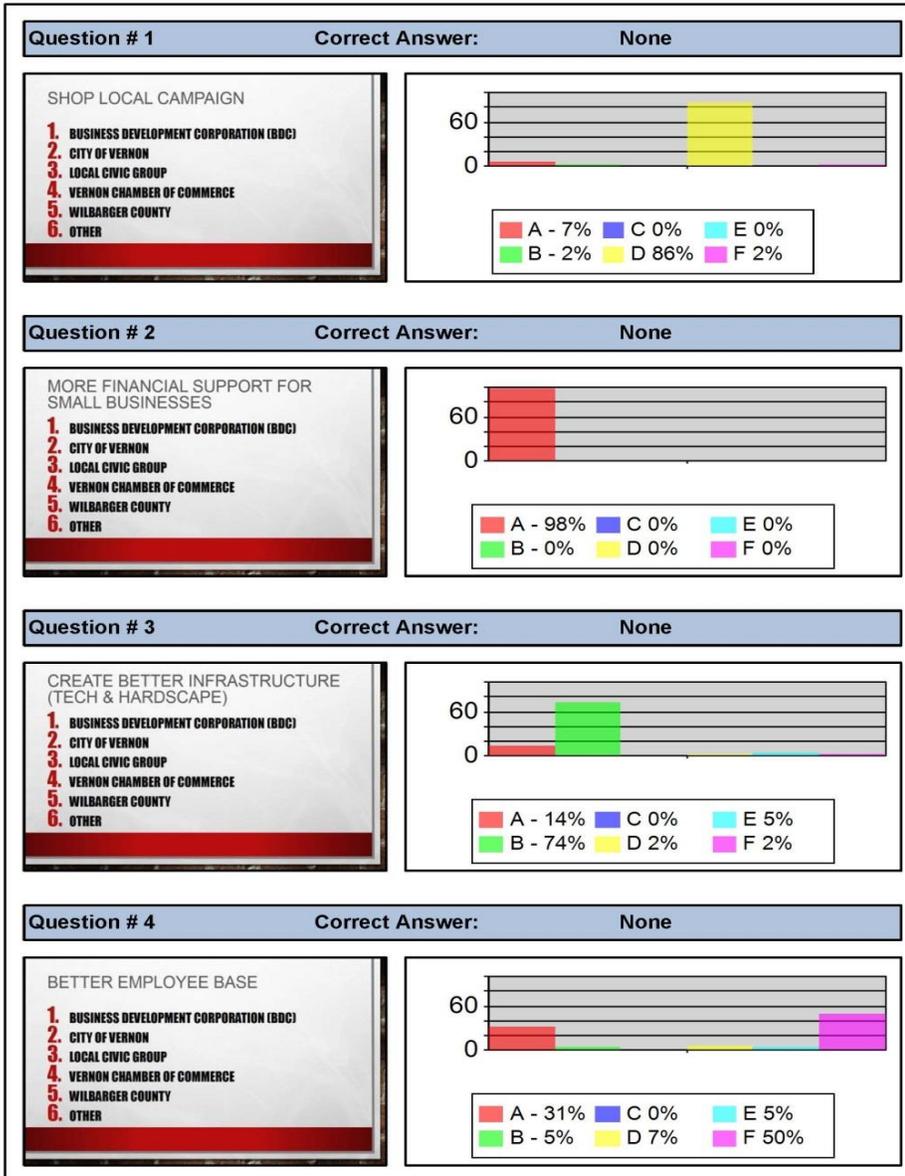
PUBLIC FISHING POND

1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Small Business / Economic Development

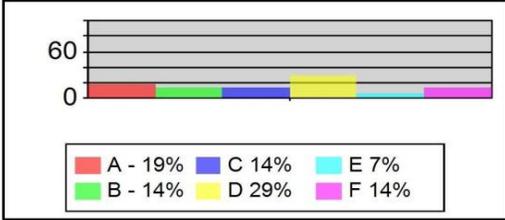
Question Summary Report



Question # 5 **Correct Answer:** **None**

MORE ENTERTAINMENT/
RECREATIONAL OPPORTUNITIES

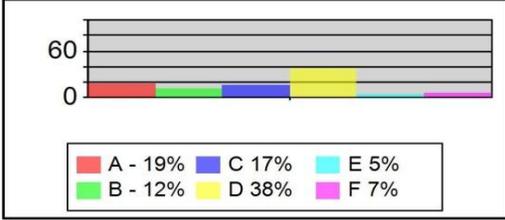
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 6 **Correct Answer:** **None**

PARTNERSHIPS BETWEEN INTEREST
GROUPS & COMMUNITIES

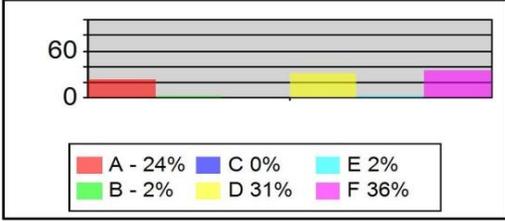
1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Question # 7 **Correct Answer:** **None**

RESTAURANTS – BETTER HOURS

1. BUSINESS DEVELOPMENT CORPORATION (BDC)
2. CITY OF VERNON
3. LOCAL CIVIC GROUP
4. VERNON CHAMBER OF COMMERCE
5. WILBARGER COUNTY
6. OTHER



Appendix C

Sample Resolution

RESOLUTION NO. _____

**A RESOLUTION OF THE _____
ADOPTING THE VERNON COMMUNITY ACTION
PLAN AND COMMITTING TO TAKE ACTION, AS
APPROPRIATE, AND TO WORK WITH OTHER
ENTITIES TO ACCOMPLISH THE GOALS LISTED
THEREIN.**

WHEREAS, a committee comprised of representatives from major sectors of the community worked together in a series of workshops to develop a list of initiatives intended to advance a vision for the future of the community of Vernon; and

WHEREAS, the _____ desires to make those visions become reality by adopting the “Vernon Community Action Plan” taking into consideration those recommendations listed in the initiative; and

WHEREAS, the _____ realizes the importance of commitment of all local entities and asked for similar resolutions;

NOW THEREFORE, BE IT RESOLVED BY _____
OF VERNON, TEXAS:

I.
That the “Vernon Community Action Plan” is hereby adopted as a guide providing public input to all entities that can be used to help focus a vision for the future of the community.

II.
That the _____ hereby commits to development of a local “Action Plan” to do its part to achieve those visions which will ultimately make the community a better place to live.

PRESENTED AND PASSED on this the _____ day of _____, 2014

Presiding officer
ATTEST:
