



March 11, 2020
Community Review- Phase II
Second Session

Wright Community Review

The town of Wright completed a Community Review in May of 2019 and a first session of Strategic Doing in August of 2019. The first themes tackled in the session were Communication and Economic Development (see the progress report at the end of this report).

On March 11, 2020, a second Strategic Doing session was held. Fifteen people attended and worked on the following themes:

- *Amenities*
- *Activities*
- *Economic Development*




Strategic Doing™ Workshop

What is Strategic Doing™?

Strategic Doing™ is an exciting new approach that helps local communities, regions, or organizations form the collaborations needed to address complex challenges. Instead of just talking about what can be done, this workshop will allow us to actually set doable goals that can be achieved in a short time period. Visit <https://youtu.be/Vqk1ibe9sDw>



Strategic Doing™ builds complex collaboration networks by helping groups answer four simple questions.

TOPICS OF DISCUSSION March 11

- Amenities
- Merchant assistance/plan
- Activities
- Economic Development

For more information contact kim.porter@wyo.gov



REC CENTER EXPANSION

- ▶ *MORE ROOM TO HOLD COMMUNITY EVENTS AND ENCOURAGE MORE ECONOMIC DEVELOPMENT – Wright is an active town and there often is not enough space to carry out all activities. More events can be held in town, with a ripple effect of local business success and community members can enjoy these larger events in their own community.*

ACTIVITIES

- ▶ *THERE IS NO PLACE LIKE HOME – And where better to have a movie night once a month to encourage family and community involvement. Let's stay in Wright and watch a movie!*

ECONOMIC DEVELOPMENT

- ▶ *SUPPORTING OUR LOCAL BUSINESSES – Connecting local businesses to show support and share best practices.*

STRATEGIC DOING

- *Strategic Doing is a strategy discipline designed for open, loosely connected networks*
- *Strategic Doing enables people to form action-oriented collaborations quickly, move them toward measurable outcomes, and adjust along the way.*
- *Instead of talking about what can be done, these workshops helped local citizens (50 EACH night!) set doable goals that can be achieved in a short time period.*
- *Two members of the Review State Team returned to work with the community groups.*

Next Steps

Each member of the groups formed will work at least one hour per month on a task they volunteered for to get them to their goals. Each group will then hold 30/30 meetings (30 minutes every 30 days) to talk about:

- *What did the group learn (new insights)?*
- *Did anything not get done and does it still need to?*
- *Does the proposed course still make sense?*
- *What will each person do with 1 hour over the next 30 days?*

Action takes place by members in between the meetings so that the meetings can be as productive and brief as possible. This is not holding meetings just to hold meetings!

Each group will be asked to prepare a simple and short Progress Report every three months.

As projects are accomplished, shorter Strategic Doing Workshops will be held to keep the momentum growing and introduce the process to new volunteers.

Wyoming Business Council staff, Kim Porter and Brandi Harlow, and UW Extension staff Julie Daniels will be available to assist groups in their initial 30/30 meetings in order build capacity so the groups can become autonomous, stay on task, and maintain momentum going forward.

Community members who were unable to attend the Strategic Doing workshops but would like to engage in one of the groups/themes should contact Brandi Harlow at brandi.harlow@wyo.gov for details on how to get involved.

30/30 Meeting Schedule

<i>Amenities</i>	<i>4/15/20</i>	<i>4:30 pm</i>	<i>Town Hall</i>
<i>Activities</i>	<i>4/7/20</i>	<i>5:45 pm</i>	<i>WCA</i>
<i>Economic Development</i>	<i>4/29/20</i>	<i>6:00 pm</i>	<i>Library Meeting Room</i>

For more information or to get involved contact

Paula Strohschein
paula@wrightwyoming.com
307-721-5154

or

Brandi Harlow
brandi.harlow@wyo.gov
307-689-1320

Other Opportunities (Discussed but not lost!)

These opportunities made the top 6, before each group found the most impactful and easy project they want to start with (the Pathfinder Project). Other ideas were captured and will be recorded.

Amenities

- *Ag Complex – email list, broaden ideas, marketing efforts to expand to new groups, truck/tractor pulls, brew fest*
- *Durham Ranch – 4-H Archery shoots/competitions, youth events, Rendezvous events/fiddle contests*
- *Rec Center – expand to regulation size with seating, utilize more, more entities involved, infrastructure already there*

Activities

- *Family Night – Jenga, lawn bowling, tic tac toe, cornhole tournament*
- *Movie Night – Twice a month, see about inside, talk to non-profits about selling concessions*
- *Bingo – senior center, kids bingo*

Economic Development

- *Possible Chamber, Business Network*
- *Chamber – targeting regional, friendly businesses*
- *Freshen the look of town's appeal*
- *Digital billboard*
- *Electronic marketing on Hwy. 59 beyond natural resources*
- *Look at commercial property available*
- *Create incentives for Town to help businesses*



Energy, Community, Opportunity

Wright Community Review Six Month Check-up December 4, 2019

Phase I

Wright received a Community Review from the Wyoming Business Council/UW Extension on May 6-8, 2019. As a result of several listening session and online comments, the following Major Themes were heard from the community:

- **Mall improvements**
- **Economic diversification**
- **Community communications**
- **More activities**
- **More places to eat/shopping**
- **Amenities**
- **Highway 59**
- **Parking lot improvements**



Phase II

Phase II began with a report summarizing the Review and providing initial recommendations.

A Strategic Doing (SD) session was held on August 6th. SD is an approach to help local communities form collaborations needed to address challenges resulting in doable goals that can be achieved in a short time period. Two groups formed during this planning session:

1. Communications and 2. Economic Development.

Communications Results:

- The team determined a lot of communication is already happening and it is just a matter of letting the public know about the different types of communication and how they can get their information out to everyone.
- Designed a poster to get the word out about what avenues of communication are available (see page 3 of this report).
- Radio, TOW (Town of Wright) Facebook page, Marquee and the TOW website are all free to the community/businesses to advertise events coming up. The TOW is linked already with the Campbell County website and TOW website @ (wrightwyoming.com). This has a lot of information directly linked to schools, rec center, golf course, library and churches, just to list a few.
- The group agreed to utilize what is already available and not make more work for the Town or another added expense. It was decided to use what is available at

its full potential.

- A community calendar was added to the Home page of the TOW website so residents and visitors alike can get the information about what is happening in Wright.
- The group will continue to distribute the information via their networks and advertising, as well as on REMIND through the schools to utilize the Community Calendar. Please see the flyer on the next page.
- This group completed their goals.

Contact information for adding events to the various options listed above:

Call: 307-464-1666 - Fax: 307-464-0813

Email: TownofWright@wrightwyoming.com

send in your already made flyer for easy advertising

Economic Development Results

- Working on a flyer for economic development and making changes to the TOW website.
- The flyer will contain a list of vacant properties, including those properties that are privately owned.
- Working on getting a water and sewer inventory for those properties.
- This group continues to work on how to attract business into Wright.

Another recommendation from the Review, was to review existing building codes and permits to see if they are supportive of a business climate. The WBC, in partnership with Community Builders Inc., Lander and Lovell are in the process of creating a DIY tool for auditing your zoning codes for economic development. This tool allows you to put in your current codes and the tool will indicate any red flags. It also allows you to put in codes you are considering, and the tool will indicate what the results or consequences are, so informed decisions can be made before putting codes into effect. This tool will be available in early 2020 and may be something this committee may want to investigate.

Next Steps

Phase II will continue through the next six months. Another Strategic Doing Workshop should be scheduled to continue the work started. This session will focus on:

- Amenities
- Merchant assistance/plan
- Activities
- Economic Development (continuation)

If you have one hour a month to give to a project and want to improve your community, we invite you to attend the next session.

Please keep in mind there are up to \$3500 available in grants to be used to implement ideas that result out of the Community Review.

Did you know???

THERE ARE WAYS TO COMMUNICATE WHAT IS GOING ON IN WRIGHT AND THEY ARE FREE!!



RADIO

Town of Wright Website – Community Calendar



TOW Facebook Page



Marquee



If you or your organization is wanting to advertise your event, please give us a call at the Town Hall and we will get the word out!!

SEND US YOUR ALREADY MADE FLYER

Call:(307) 464-1666

Fax: (307)464-0813

Email: Townofwright@wrightwyoming.com