

# WELCOME

**Hosts: Vice Chairman Joe McNamara, Windsor Hills District  
Supervisor Al Bedrosian, Hollins District**

**Lead Staff: Doug Blount, Director of Parks, Recreation and Tourism  
Billy Driver, Director of Real Estate Valuation**

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COMMUNITY  
STRATEGIC PLAN  
ROANOKE COUNTY, VA  
*Focus Groups*

# Vision Statement

Roanoke County is a vibrant, innovative, and scenic community that values our citizens, heritage and quality of life.

Established by the Board of Supervisors, January 30<sup>th</sup>, 2016

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# Community Strategic Plan Process

Dates	Activities
December 2015	Telephone Survey
January 30, 2016	Board Retreat <ul style="list-style-type: none"><li>• Developed Vision Statement</li><li>• Created Focus Areas</li></ul>
February 29 & March 3	Focus Group Meetings, Week #1
<b>March 14 &amp; 17</b>	<b>Focus Group Meetings, Week #2</b>
April 4 & 7	Focus Group Meetings, Week #3
April 25 & 28	Focus Group Meetings, Week #4
May 15	Draft Community Strategic Plan available for Public Comment (30 days)
May 23 & 26	Community Meetings to review and comment on the Draft Community Strategic Plan
June 13	Public Comment period closes
June 28	Board of Supervisors Work Session on the Community Strategic Plan
July 19	Board of Supervisors Public Hearing and Adoption of the Community Strategic Plan

# Focus Group Meeting Deliverables

Topic A

*Meeting 1*

Topic B

Goal A1

Objective A1a  
Objective A1b  
Objective A1c

Goal A2

Objective A2a  
Objective A2b  
Objective A2c

Goal A3

Objective A3a  
Objective A3b  
Objective A3c

Goal B1

Objective B1a  
Objective B1b  
Objective B1c

Goal B2

Objective B2a  
Objective B2b  
Objective B2c

Goal B3

Objective B3a  
Objective B3b  
Objective B3c

*Meeting 2*

*Meeting 3*

# Topics, Goals & Objectives

**TOPICS** are broad subjects or themes

**GOALS** are what you want to do

**OBJECTIVES** are specific steps to achieve the goal

## *Example*

**TOPIC:** *Mental health services*

**GOAL:** *Improve access to community mental health services*

**OBJECTIVE:** *Identify departments that can screen mental health referrals*

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# Tonight's Agenda

1. Focus Area Topics Review and Refine
2. Small Groups Identify Goals for each Topic to be addressed through the Community Strategic Plan
3. Small Group Report-out of Goals to the Large Group
4. Prioritize Goals
5. Summarize Meeting #2 Results and Outline Meeting #3
6. Concluding Remarks
7. Adjournment

**Deliverable – Consensus on priority Goals for each Topic in this Focus Area**

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# Focus Group Meeting Ground Rules

Demonstrate mutual respect

Be open to new ideas

No negative criticism

Limit disruptions (silence phones)

If you disagree, propose a solution

Value the strength of diverse input

Be concise, stay on topic

Listen to others and respond thoughtfully

# Topics

Developed 2/29/16

1. Fundamental Services for a Lifelong Community
2. Recreation & Entertainment
3. Natural Resource Management, Protection & Conservation

Are any refinements needed?

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# Small Group Activity

## Identify Goals For:

1. Fundamental Services for a Lifelong Community
2. Recreation & Entertainment
3. Natural Resource Management, Protection & Conservation

*(or refined topics)*

Be prepared to report out to the large group

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# Large Group Activity

## Prioritize Goals

You will be given three dot stickers of each different color:

- **Red** are for *Topic 1 Goals*
- **Blue** are for *Topic 2 Goals*
- **Yellow** are for *Topic 3 Goals*

For each topic, place a sticker next to three goals you would like to see discussed further in future meetings.

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# Summary

- Let's achieve consensus on ***two or three*** Goals for each Topic to move forward to the next meeting
- Meeting 3: The Focus Group will identify objectives for each goal
- The presentation and results from tonight's meeting will be posted online in the next few days at [www.roanokecountyva.gov/cspfocus](http://www.roanokecountyva.gov/cspfocus)

# THANK YOU!

*Next Meeting*

Monday April 4<sup>th</sup>, 7:00 p.m.  
Glenvar Middle School Forum

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