



## COMMUNITY STRATEGIC PLAN

### Pillar Team Members Meeting

Tuesday, March 2, 2021 at 1:30 p.m.  
WebEx Meeting

#### **Members:**

Mayor Mike McCann, Defiance County Health Commissioner Jamie Gerken, Past City Mayor Rita Kissner, DDVB Executive Director Kirstie Mack, Defiance County Workforce Development Manager Carla Hinkle, Defiance County Economic Development Executive Director Erika Willitzer, United Way Executive Director Abby Wolfrum, Chamber of Commerce Executive Director Sarah Tackett, MVPO Housing Coordinator Liz Keel, City Finance Director John Lehner, Next Gen Luis Rivera, Defiance ProMedica President Doug Bush, Dream Center Guiseppe Blanchard, Defiance College President Richanne Mankey, Councilman John Hancock, City Planner Niki Warncke, Defiance City Schools Superintendent Bob Morton, Dream Center Kent Stamm, Executive Assistant Debbie Stevens

- **Remarks by Mayor Mike McCann:** The Mayor began the WebEx meeting at 1:30 p.m. and welcomed all in attendance. Announced that NIXLE can be used as an option to announce COVID messages, as well as other city-related information to our community.

#### **PILLAR PROGRESS REPORTS:**



#### **ABBY WOLFUM:**

CONNECTIVITY PILLAR  
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- United Way of Defiance County received a grant to assist with transportation rides to COVID-19 vaccination sites. Contact the office if needed. The office also has COVID-19 emergency funds available to use.
- The Maumee Valley Planning Organization (MVPO) Transportation Needs Survey has been shared on their social media for Defiance, Fulton, Henry, and Williams Counties. The survey is open until May 31 and encourages all to submit it.



#### **RITA KISSNER (CULTURE), RICHANNE MANKEY AND BOB MORTON (EDUCATION)**

CULTURE & EDUCATION PILLAR  
DEFIANCE COMMUNITY STRATEGIC PLAN

#### **CULTURE: MIKE MCCANN**

- **1918 Building:** The Purchase Agreement is close to being finished. The attorney's paperwork should be finalized soon and ready for signatures. There is a marketing consultant who has interest in helping with the 1918 Building and other housing opportunities to market the City of Defiance. More details coming in the future.

#### **EDUCATION: RICHANNE MANKEY**

- Defiance College continues to monitor students for COVID and all protocols are still being followed. The DC staff are stepping up throughout this pandemic and doing more than their normal responsibilities. Outdoor athletic activities are taking place on campus. The plan is to have graduation on May 8, 2021 outside at the football stadium. At a recent Board Meeting, the new vision statement was approved and will be announced soon. The 175<sup>th</sup> Anniversary of Defiance College will be celebrated and planning is underway. The Health Department is very supportive to the College and deserves a lot of credit during the pandemic.



## **ERIKA WILLITZER, CARLA HINKLE, & JOHN LEHNER**

**ECONOMIC DEVELOPMENT PILLAR**  
DEFIANCE COMMUNITY STRATEGIC PLAN

### **ERIKA WILLITZER: Economic Development**

- There are possible expansions coming in the future and a lot of interest in development at the available sites in the County.
- Meetings with several businesses are happening now and trying a new concept by pushing out the thought of shifting how they do business. To grow existing businesses the key is using search engine optimization, learning e-commerce marketing skill sets, and using data analytics for supply chains, new market trends, and finding new or increase customer bases. A program in Defiance County needs to be established to help grow existing businesses from within by using these concepts plus so much more.
- Carla Hinkle has had to alter the way she holds training sessions. Carla is working with a videographer for training purposes instead of meeting in person inside the school systems due to COVID. There is potential for a Business and Education Forum being planned for April.



## **JAMIE GERKEN, DOUG BUSH, RICHANNE MANKEY**

**HEALTH & WELLNESS PILLAR**  
DEFIANCE COMMUNITY STRATEGIC PLAN

### **The Wellness Focus is on 4 Key Areas:**

1) The Farmers Market, 2) Walking Program/Trails, 3) Research, and 4) The Health in all Policy

#### **Jamie Gerken:**

1. COVID update: There is hope on receiving more vaccines to make available to all age groups sooner than originally expected. Having the three hospitals assist with distribution has been a tremendous help and appreciates their help with this process. COVID case numbers are decreasing throughout the County. Home-based individual vaccinations are being reviewed. Johnson & Johnson vaccine could possibly be used for this group of individuals. It will be interesting to see how Public Health is viewed after COVID and will probably be reassessed.

#### **Doug Bush:**

- COVID update: The vaccination process has started and partnered with the school districts. Phase 1C, 60 and older, will be opening up soon along with folks with medical conditions, childcare workers, and law enforcement officers. The hospital is assisting with contacting the senior center, nursing homes, etc. to get folks signed up for vaccinations. The trends are promising and are now looking at variants of the virus. In general, folks are building up immunities. The single shot Johnson & Johnson vaccine was just approved. It has been a lot of work in coordinating and the staff is exhausted but thrilled to assist. There is optimism to get the general masses vaccinated.



## **LIZ KEEL AND RITA KISSNER**

**HOUSING PILLAR**  
DEFIANCE COMMUNITY STRATEGIC PLAN

- The housing market is low in Defiance but a lot of new housing is being built. A residential developer is being discussed now and is hopeful to bring it to fruition.



## LUIS RIVERA, JR., KIRSTIE MACK, AND CHRIS YODER

### PERCEPTION PILLAR

DEFIANCE COMMUNITY STRATEGIC PLAN

- The Pillar Team shared the logo and imaging that Yvonne Dale created for the Tagline: “Where Friends, Families, and Rivers Meet”, to help promote the City of Defiance.
- The Perception Pillar team is working on:
  - Video snippets about Defiance and will be sharing on various social media platforms.
  - A trailer wrap to be placed on Keller Logistics trucks.
  - T-shirt designs representing history and events in Defiance to eventually have available to buy. To keep it local, Custom Tee’s owner has been contacted to have t-shirts available to buy at the online store.
- Defiance will have its own “Restaurant Week”, which will begin March 5, 2021 through March 13, 2021 to promote area businesses. A hashtag will be used to promote it: #deficorestaurantweek

**Next SPC Pillar Team Leader meeting:** Tuesday, May 4, 2021, time TBD, either as a WebEx Meeting or in person.

*Respectfully submitted, Executive Assistant Debbie Stevens*