Introduction to

Community Heart & Soul™

Grassroots Visioning and Goal Setting

August ___, 2022

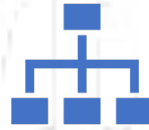__:__ AM

What You'll Hear About Today
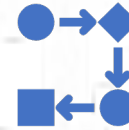
What is Community Heart & Soul?

What are the benefits of the process?

How does the process fit into the Main Street Model?

How can you take advantage of the process?

What is the $10,000 Seed Grant?

Most importantly, we will put pencil to paper and work through a group exercise to introduce the initial steps of the model.

DOWNTOWN REDEVELOPMENT SERVICES

Community Heart & Soul
Guided by What Matters Most

Who are your presenters today?

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Heart & Soul Coach

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DOWNTOWN
REDEVELOPMENT
SERVICES

Taylor Smith
Economic Development Coordinator

City of Thomaston
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Origin of Community Heart & Soul

- Founded by Lyman Orton, Proprietor of The Vermont Country Store

- A community focused non-profit formed to help drive catalyst change in communities

- A PARTNER with municipalities and main streets, empowering grass roots changes

A Different Approach to Community Participation

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The Crossroads of CH&S and Main Street

- Collective storytelling investigates and drives community building
- Data gathering drives a solid, easily identifiable, and highly implementable vision for the downtown
- Assets and human capacity are identified, expanding your Main Street working group opportunities
- Critical partnerships are identified and fostered, building trust

Imagine

Phase 1

Heart & Soul teams are formed to build awareness, interest, and commitment in all segments of the community.

Connect

Phase 2

Stories are gathered from residents, leading to the development of Heart & Soul Statements that identify what matters most and reflect what they love about their

Plan

Phase 3

Residents develop action plans to guide future town planning based on their Heart & Soul Statements.

Act

Phase 4

Heart & Soul Statements are officially adopted by town and city councils, incorporated into comprehensive and other plans, and are used to guide future policies and decisions.

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The Heart & Soul Model: A Four Phase Program

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Imagine

Phase 1

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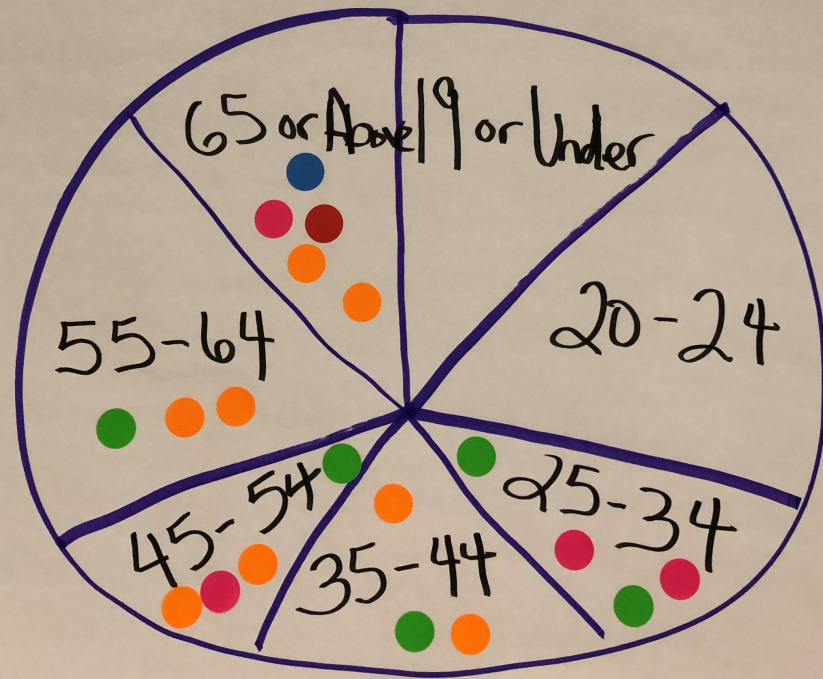
The Community Network Analysis Worksheet

This sample Community Network Analysis worksheet provides examples to get started with your own Community Network Analysis.

STEP 1 Know Your Community *List groups (informal and formal), neighborhoods, or other ways that your community is organized*				STEP 2 Demographic Cross-Check	STEP 3 Group Connectors *Someone who can connect you to others in the group*	STEP 4 Communicate		STEP 5 Engage	STEP 6 Follow up/ Reflect
Community group name (or description)	Under-represented community voice?	Anything special to note?	On Heart & Soul Team?	What demographic group(s) are represented in this community group? *Cross-check with Demographics tab*	Connectors (Names)	Where in your community do you "see" this group?	How can you reach out to this group?	Ideas for engaging this group	Did you reach this group? Did you engage them? What worked?
Jamestown School District PTO	Not generally, but some of the families they represent are	The PTO has a large attendance at monthly meetings	Y	Crosses all demographics	Darvel Johnson (President)	At all school events	Possible inclusion in weekly school district email?	Get on the agenda for one of their meetings	
Martin Street neighborhood	Sometimes	Lots of youth in this neighborhood. Favorite trick-or-treat area	Y	Parents; K-12; New American families; multi-generational households	LeVar (After school activities director) Nela Torres (Parent liaison for New Americans)	Boys & Girls Club	Family nights sponsored by the Club Club website Pick up and drop off for after-school and summer activities		

Phase 1: Imagine

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Exploring Work Style Preferences

Which descriptions seem closest to your preferred work style?

Your Heart & Soul Team should have members that represent all four work style preferences. A balanced team is a happy and productive team! If your Team is unbalanced, recruit volunteers with the skills that you are missing.

How balanced is your Heart & Soul Team? It is good to have work styles represented in all 4 categories. Is there a particular work style not represented on your Heart & Soul Team? Is your Team weighted to a particular style? What might the implications of this be?

N

SOME TRAITS INCLUDE:
- Active, decisive
- Enjoys challenges presented by difficult situations and people
- Perseveres, not stopped by hearing "no"
- Quickly defensive
- Sees things in black and white

*Adapted from The Personality Compass by Diane Turner, M.A. & Thelma Greco, M.Ed.

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S

SOME TRAITS INCLUDE:
- Includes others in determining direction
- Uses relationships to accomplish tasks
- Willing to trust others' statements
- Has trouble saying no
- Internalizes difficulties and assumes blame

*Adapted from The Personality Compass by Diane Turner, M.A. & Thelma Greco, M.Ed.

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E

SOME TRAITS INCLUDE:
- Visionary who sees the big picture
- Idea oriented, focuses on future thought
- Likes to experiment and explore
- Can lose focus on task
- May become easily overwhelmed

*Adapted from The Personality Compass by Diane Turner, M.A. & Thelma Greco, M.Ed.

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W

SOME TRAITS INCLUDE:
- Seen as practical, dependable, and thorough in task situations
- Weighs all sides of an issue, likes balance
- Introspective, self-analytical
- Tendency towards watchfulness, observation
- Resists emotional pleas and change

*Adapted from The Personality Compass by Diane Turner, M.A. & Thelma Greco, M.Ed.

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Phase 1: Imagine

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Relationship Between Roles & Responsibilities in Heart & Soul

Connect

Phase 2

Stories are gathered from residents, leading to the development of Heart & Soul Statements that identify what matters most and reflect what they love about their towns.

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How does Phase 2 of CH&S fit into the Mainstreet Model?

- Gathering feedback that is meaningful and pertinent
- Driving true HEARING and not just listening
- History based goals that will guide preservation, as well as economic development
- Community gatherings dependent, driving connection

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Plan

Phase 3

Residents develop action plans to guide future town planning based on their Heart & Soul Statements.

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Impact/Feasibility Matrix

CREATE THIS MATRIX ON
FLIPCHART PAPER

Higher

Lower

IMPACT

(Ex.: value to community; scope and depth of impact)

Lower | Higher

FEASIBILITY   (Ex.: effort, resources, cost consideration)

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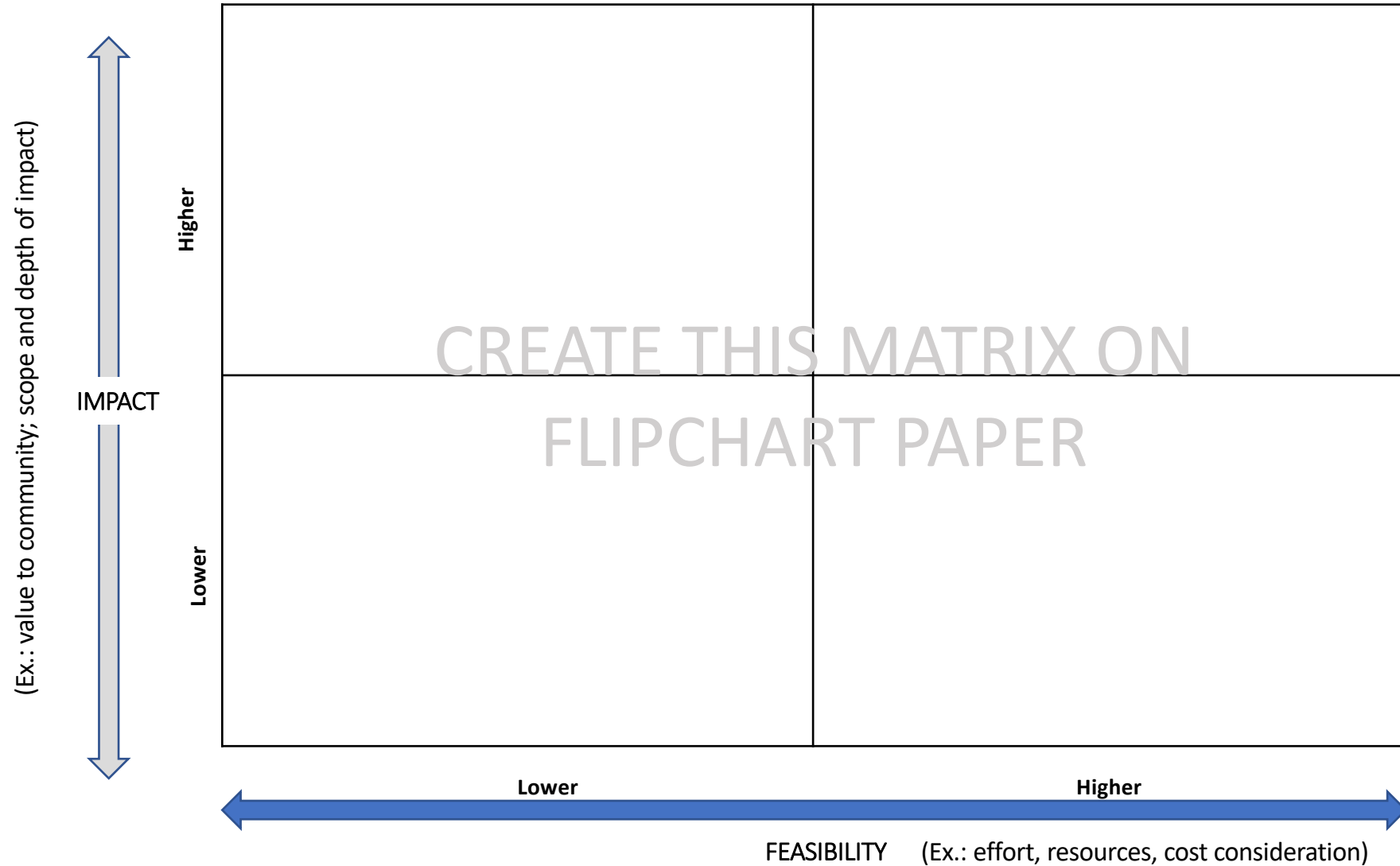
The Action Plan

The final step in the Heart & Soul process is to develop an action plan that takes the hundreds of community-generated ideas to make Gardiner a better place, and turn these into action items.

As the comprehensive planning process evolved, the project partners noticed that many of the great community ideas might be led by community members, businesses and community organizations and the City could be a supporter instead of the leader. This type of collaboration and local leadership can be extremely powerful and can strengthen the City. Activities might even be spearheaded, carried out, developed or accomplished without tax payer money!

Advisory team members and Heart & Soul staff filtered, evaluated and organized hundreds of community suggested actions into eighty (80) that could be evaluated by the public. In mid-October, 2013, two community workshops were held to prioritize the community actions. The workshops were facilitated by a professional facilitator and planner. Each of the eighty community generated actions were assessed as to their impact and feasibility. The definitions of impact and feasibility are:

IMPACT - high, medium, low

- Has a strong positive effect on the City of Gardiner, its citizens, and quality of life
- Makes a positive difference to the lifestyle, business climate or family life
- Addresses a need in the community
- Has a positive effect on Gardiner's community values

FEASIBILITY - high, medium, low

- Has the potential for attracting leadership
- Has community support
- Is an easy win in the short term (or is a harder win but over a longer time)
- Is less expensive (or more expensive but accomplishable with fund-raising or community support)
- Is likely to be accomplished due to leadership, importance, volunteers, finances, need, community or stakeholder motivation

Act

Phase 4

Heart & Soul Statements are officially adopted by town and city councils, incorporated into comprehensive and other plans, and are used to guide future policies and decisions.
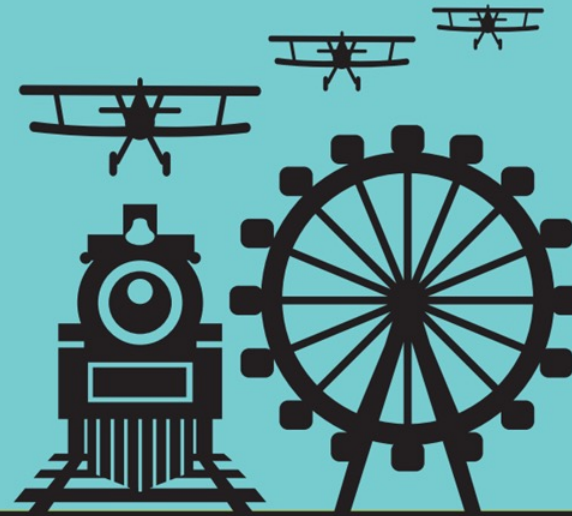
Trains Planes & Ferris Wheels

GALESBURG, ILLINOIS

ACTION PLAN

Honoring our past, cherishing our present, building our future.

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② Trust is Built

④ Pride is restored

① New leaders and volunteers emerge

⑤ History and culture are honored

③ Downtowns are re-energized

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Summary of Community Heart & Soul Features

- **Purpose-built** (focused on relationship building)

- **Not cookie-cutter**

- **Work is face-to-face**

- **Data-driven**

- **Action-oriented**

www.communityheartandsoul.org
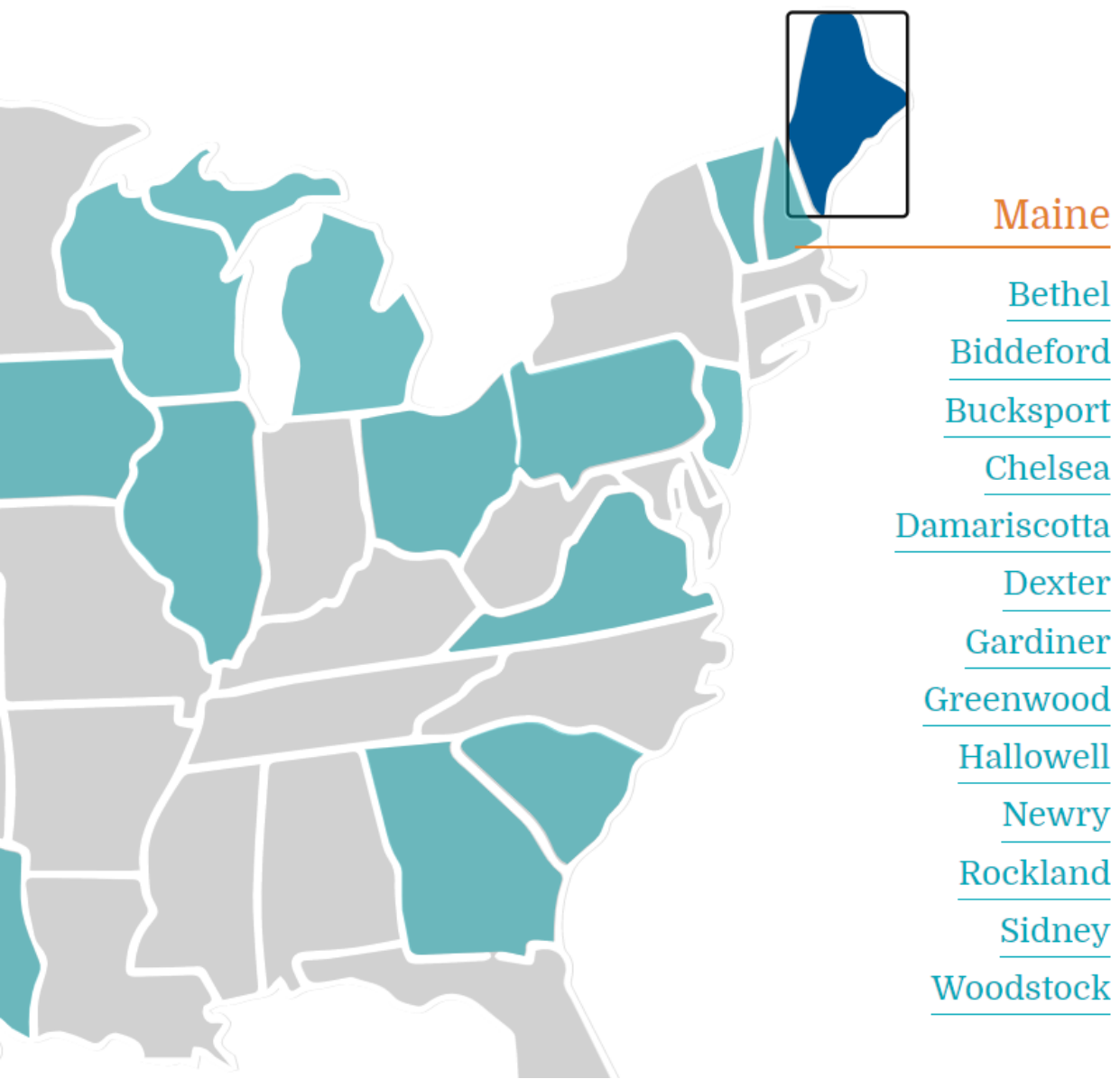
Maine

Bethel
Biddeford
Bucksport
Chelsea
Damariscotta
Dexter
Gardiner
Greenwood
Hallowell
Newry
Rockland
Sidney
Woodstock

SNAPSHOT: Bucksport, Maine

BUCKSPORT HEART & SOUL

Bucksport sits on the Penobscot River in the region of Maine known as Mid-coast. For 84 years the town's main employer was a papermill that manufactured paper made from wood harvested in the Maine forest. Paper from the mill was used for magazines such as Time and Good Housekeeping and catalogs for L.L. Bean and others. When the mill closed in 2014, this town was determined not to be defeated. Community Heart & Soul® inspired new ways for people and organizations to collaborate, volunteer, and get things done to build a better Bucksport.

BUCKSPORT TOWN PROFILE

LEARN MORE

Explore Heart & Soul Towns

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Community Heart & Soul
Seed Grants

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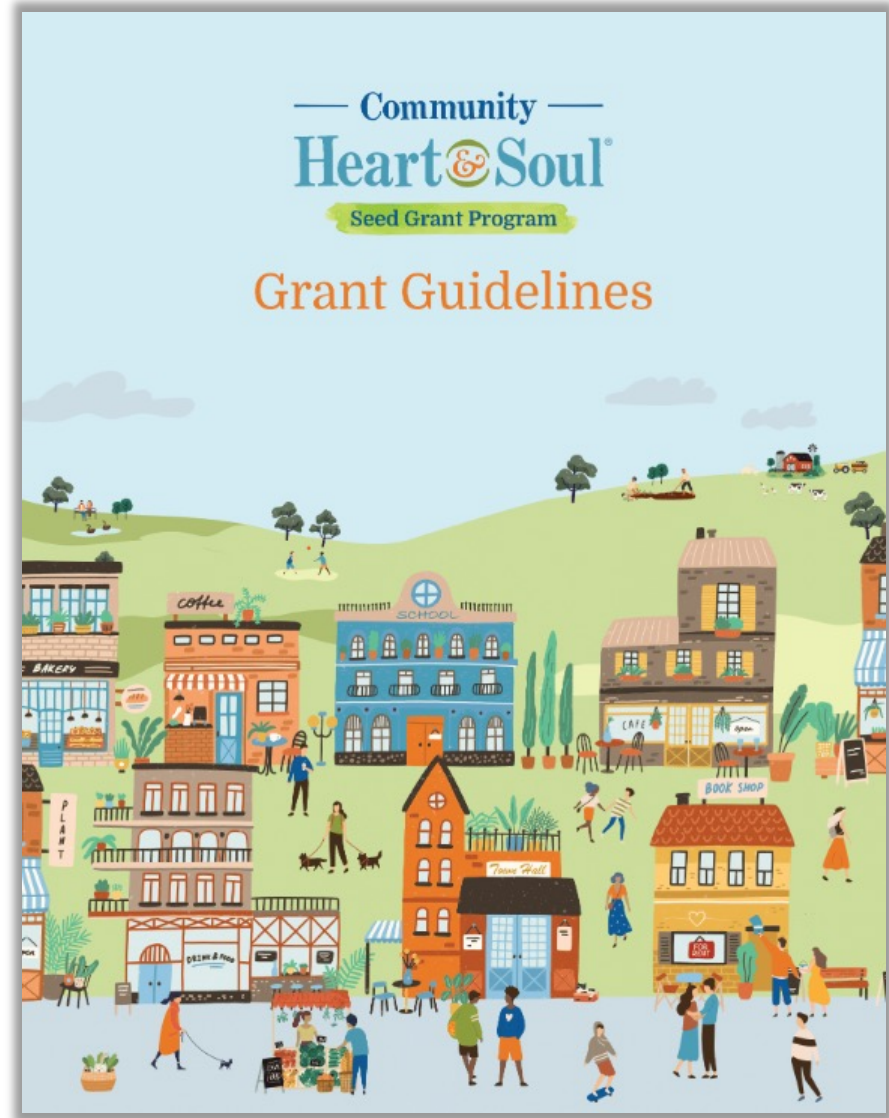
How does CH&S work with the Main Street Approach?

- Collective storytelling
- Gathering data about the community and solidifying a vision that is grounded
- Grass roots activism is based on
- How translates to 4 point approach
- Phase 3 – matrix – MS has limited services – rank and prioritize through MS asset mapping to gauge impact and applicability.

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The
MELD of
CommunityHeart&Soul™
Guided by What Matters Most
and
MAIN STREET
AMERICA®
2022 Allied Member

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Creating time-bound, attainable, and community driven visions

Providing a voice to the entire community

Identifying strengths and weaknesses of residents and local businesses

Building relationships built on trust

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Let's Chat About a Local Case Study

What Happens Next?

- 2,817 Data Points across all Demographics
- 742 Total Survey Responses
- List of 20 Action Items

Community Focused Projects

- National Chains (Longhorn's, CFA, Starbucks)
- Enhanced Biking/Walking Trails
- Distilled Spirits Referendum
- Spring Fling/Arts & Crafts Festival
- Community Amphitheater

Downtown Focused Projects

- Downtown Farmer's Market
- Downtown Facade Improvements
- Restaurants with Outdoor Seating
- Downtown Courtyard/Common Area
- Businesses with Fun Activities

Lakeside Park

2021/2022 Facade Grant Projects

Projects completed to Date:

106/108 W. Main St.

103 W. Gordon St.

206 S. Center St.

THOMASTON GEORGIA
Est. 1825

Master Plan

Legend	
1	Mural
2	Handicapped Spot
3	Trash Enclosure
4	Entrance Sign
5	Brick-Lined Concrete
6	Bench Seating
7	Turf Games
8	Outdoor Seating
9	Stage
10	Fountain
11	Outdoor Dining
12	American Linden Tree
13	Brick Wall with Art
14	Lighting
15	Brick Alley with Art
16	String Lights
17	Cafe Seating
18	Hanging Fern
19	Street Entrances
20	Delivery Zones

Context Map

Official Rural Zone Map for City of Thomaston

It is understood that the data and map sets displayed have been created from information provided by various government sources at different moments in time and at various levels of accuracy. Further, the data is not a "legal description" and is provided to you "as is" with no warranty, representation or guaranty as to the content, accuracy, timeliness or completeness of any of the information provided herein. It is the responsibility of the user of the data to be aware of the data's limitations and to utilize the data in an appropriate manner.

The user knowingly waives any and all claims for damages and under no circumstances shall DCA or its representatives be held responsible for any costs, expenses, damages or injuries, including special or incidental or consequential damages to any person(s) or property that arises from the use of the information provided.

Legend
- Approved Rural Zone Parcels
- Roads

0   0.06   0.11   0.22 Miles

Georgia Department of Community Affairs

Data Source: Shapefiles from city of Thomaston GIS, August 2021
Map Prepared by: Georgia Department of Community Affairs, 2021
Approved: January 2022
Expires: December 31st, 2026

THOMASTON FARMER'S MARKET

CONNECTED RESILIENT COMMUNITY

Next Steps

- Host *Getting Started* conversations (Psst. We will do this in a few minutes)

- Talk with elected officials and community organizations

- Brainstorm resources to support Heart & Soul

Let's get to work

1. Let's review the Getting Started with CH&S Workbook
   1. Take 5 minutes to read through and complete the Community Readiness Inventory

2. Round table - turn to neighbors in groups of 3-4 and talk about the following:
   1. What did you learn through this quick exercise?
   2. What issues or ideas did it bring up?

3. Regroup – We will regroup with everyone and discuss questions, comments, or concerns.

If there are questions, we will be circulating and helping everyone

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5 Minute Timer

10 Minute Timer

10:00

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MILESTONES

Getting Started	Phase 1: Imagine (Approx. 2-3 months)	Phase 2: Connect (Approx. 6-8 months)	Phase 3: Plan (Approx. 4-6 months)	Phase 4: Act (Ongoing)
Community members: ☐ Came together to learn about Community Heart & Soul ☐ Inventoried and explored community strengths and opportunities ☐ Identified formal and informal groups in the community and the connections between them ☐ Asked for support for Community Heart & Soul from community leaders and elected officials ☐ Explored community resources available for investment in Community Heart & Soul ☐ Made collective decision to move into Phase 1	☐ Community Network Analysis started ☐ Heart & Soul team formed and organized, with pool of volunteers for initial Heart & Soul activities ☐ Sub-teams created for specific tasks/jobs ☐ Project Coordination plan determined ☐ Local officials/town government linked into Heart & Soul Team activities ☐ Overarching Heart & Soul Goals and Geographic Area determined ☐ Development of core messaging and marketing tools underway ☐ Heart & Soul launched publicly ☐ Reflect and Celebrate!	☐ Story Gathering Strategy created using Community Network Analysis Tool as a guide ☐ Data management system created to organize and store data from stories as they are collected ☐ Stories gathered throughout community ☐ Story listening groups formed to summarize data from stories and strengthen community relationships ☐ All data from story listening inputted in data management system ☐ Stories shared and celebrated throughout the community using multiple methods ☐ Heart & Soul Statements drafted from story data with community input ☐ Heart & Soul Statements revised and validated by the community ☐ Final Heart & Soul Statements shared with the community ☐ Reflect and Celebrate!	☐ Community Network Analysis used to create strategy for widely sharing adopted Heart & Soul Statements and gathering/prioritizing action ideas ☐ Met with partners and organizations to talk about how their work aligns with Heart & Soul Statements ☐ Action ideas gathered throughout the community, using Heart & Soul Statements as a framework for multiple gathering methods ☐ Action ideas prioritized with broad community input ☐ Action plan draft started with help from community partners and potential implementers to build shared ownership for prioritized actions ☐ Key implementers identified for involvement with Heart & Soul stewardship ☐ Reflect and Celebrate!	☐ Heart & Soul Statements publicly acknowledged ☐ Action plan finalized and shared with the community ☐ Heart & Soul Stewardship Plan, including the Stewardship Team, established ☐ Implementation strategy devised for action plan ☐ Official support received from key community institutions for Heart & Soul action implementation and involvement in stewardship ☐ System established for monitoring Heart & Soul progress and reporting to community ☐ Heart & Soul embedded in the community's planning and decision-making culture ☐ Reflect and Celebrate!