

What is a Local Living Economy? McCloud Meets Michael Shuman
Monday, November 3, 2008
McCloud River Mercantile Great Room
1:00 – 9:00 pm
Meeting Agenda and Notes

*Planting the Seeds of Prosperity:
The Promise of Local Living Economies*
November 3, 2008
1-9 pm, McCloud River Mercantile's Great Room
Presenter: Michael Shuman

AGENDA

Goals:

- Learn about the local living economy perspective and elements
- Dialogue about some economic development ideas for the future of McCloud
- Identify ideas with future potential that people want to work on
- Consider forming a BALLE network
- Have fun!

Activity	Lead
I. Welcome	Nancy & Ann
II. Local Living Economy Overview Michael	
III. Break	
IV. Leakage Analysis and Business Opportunities-- Michael Small group discussion and presentation	
V. Metabusinesses—Discussion and prioritization Michael	
VI. Working Dinner Michael Small group discussion and report out on metabusiness table topics	
VIII. What Bellingham, WA and a BALLE Network could model for McCloud	Michael
IX. Next Steps/Action Plan	Nancy
X. Closing	Nancy

NOTES RECORDED FROM FLIPCHART RESPONSES

Dinner Meta-Business Groups

Business—Local Delivery Service

Opportunity

- Link McCloud to other county businesses (pick up and delivery services)
- Shuttle service to and from ski park
- 2 separate businesses would emerge
- Would serve McCloud businesses and residents

Scale

- South county serving McCloud
- Expand to entire county with pickup and delivery and shuttle services

Funding

- \$50,000 for new 4wd van
- 5,00 advertising, survey to consumers
- \$5-10,000 6 month start-up

Who might take this on?

- A kid on a bike could help in each satellite location

Obstacles

- Gather proper demand information to focus business plan
- Coordinate logistical details with multiple employees

First Steps

- Needs survey of McCloud
- Connect with business alliance to offer them McCloud customers
- Set up pool of McCloud drivers
- Set up toll free number for phone orders

Ideas (from Dave)

- Theme the town
- Zipline – Soaring Eagle Zipline
- Cedar plank company—for cooking
- Moths Be Gone
 - Cedar chips in sachet
 - Green no chemicals
 - Natures way
- Cooking schools or classes at hotels
- Think tank retreats at hotels—corporate groups
- “Oldest Golf Course” built in 1927
- Match company
- Pine Cone company—grind up pine cones for busting off paint
- Tree farm
- Green match company
- Real wood blind company
- Bark and sawdust woodchip company
- Fire logs company
- Oil change
- Recycled paper
- Recycled boxes
- Bio-fuel
- Casino
- Trout farm
- Eating contest, fun black berry contest
- Wood waste
 - Log beetle killed wood
- Volcano mud therapy and wraps
 - Home kits of volcano mud

Pre-Dinner Breakout Session Notes

Group #1

Indicators

- Renovations: Main St. local homes
- Increase tourism
- Increase land development
- Increase retirees

Assets

- Unused land
- “Friendly”
- Clean air
- Water
- Mt. Shasta
- Railroad
- Unique history, quaint, no stop lights
- I-5 access
- Outdoor recreation
 - Skiing, fishing, boating, hiking, camping, biking, hunting

Group #2

Local Gift Card

- Include as many local businesses as possible
- Simple and small
- \$20 /business (maybe)
- 10% goes back to pay program manager
- Who and how to manage it?
- R&D—call folks who have done it

Top Indicators of Progress

1. Number of full time residents
2. Tourism dollars based on TOT/sales tax
3. New businesses and business licenses
4. Quality of life

Assets for new businesses

1. Natural resource (timber, water, natural amenities)
2. Proximity to Ski Park and I-5
3. Re-development potential
4. Grassroots momentum
5. JEDI

Leakages

1. Financial/banking
2. Forest products
3. Retail
4. Medical

Promises

1. Home and internet based
2. Social medical services
3. Expand tourist industry
4. Alternative energy
5. Small manufacturing

Group #3

Top Indicators of Progress

1. More businesses and buildings in business district
2. More families (with children)
3. Schools full
4. Industrial diversity

Assets for new businesses

1. Vacant land and buildings
2. Scenic beauty
3. Timber lands—processing elsewhere
4. Dinner train
5. Golf course and trails

Leakages

1. Arts and entertainment
2. Retail, groceries, auto, education
3. Energy

Promises

1. Eco-tourism
2. Senior personal care, home delivery
3. Businesses/office support
4. Auto mechanic & green houses
5. Timber/manufacturing

Group #4

Top Indicators of Progress

1. New housing development starts
2. Business licenses issued
3. Chamber membership

Assets for new businesses

1. Water and timber
2. Availability of capital
3. Retirees
4. Quiet, natural beauty

Leakages

1. Capital
2. Employment
3. Education
4. Energy
5. Unincorporated

Promises

1. Energy production (biomass & hydro)
2. Railroad, trucking, secondary value added
3. Wood products manufacturing (log houses, water sales, trade school, greenhouses)
4. Sort yard

Group #5

Top Indicators of Progress

1. Physical appearance of community
2. Rising personal income
3. Increasing number of visitors
4. Small business growth

Assets for new businesses

1. Mt. Shasta's water
2. Quality of life
3. Town full of visionaries
4. Available buildings in McCloud
5. Heritage B&B's

Leakages

1. Awareness of McCloud as a tourist destination

Promises

1. Wood recycling
2. Manufacturing
3. Visitors stop in Mt. Shasta
4. Eco-tourism
5. Music festivals
6. Writer workshops
 - a. Artists
 - b. Photography

Group #6

Top Indicators of Progress

1. Children in school
2. increased event attendance
3. Filling vacant commercial space
4. More volunteerism
 - a. Library
 - b. Fire dept

Assets for new businesses

1. Tourists
2. Norman Rockwell style town
3. High school
4. Natural beauty
 - a. Rivers, Mountain, Hoo Hoo Park, Railroad, Old dump site (Britt Festival site), historical theatre,

Leakages

1. Food
2. Dining
3. Entertainment/performing arts
4. Agriculture
5. Mechanical repair
6. Office supplies
7. energy/power

Group #7:

Top Indicators of Progress

1. Retain youth
2. Local traffic in stores
3. Occupancy in Hotels

Assets for new businesses

1. Vacancies—buildings, land and railroad
2. COS for training
3. labor

Leakages

1. Services to tools
2. Elderly people
3. Services to visitors
 - a. Restaurants

Promises

1. Elder care
2. Restaurants
3. Specialty services

Group #8

Top Indicators of Progress

1. Face lift
2. Theme—RR town
3. Mill town—use timber sources
4. Wood products
 - a. Cedar wood planks, moth be gone, matches, pinecones, volcanic soil, fire logs, recycled paper

Assets for new businesses

Leakages

1. Ski park bus/transportation
2. Zoning—light industrial—oil changes
3. Restaurants—Cooking classes and signage
4. Think tank retreats at hotels—corporate groups
5. "Oldest Golf Course" built in 1927
6. Match company
7. Pine Cone company—grind up pine cones for busting off paint
8. Tree farm
9. Year-round art school
10. Wilderness boarding school

Promises

Nancy Swift's comment from 11/5/08 debrief meeting

People who wanted to follow up on certain items:

- Train meeting—Joanna
- Local gift card/business watch—Rebecca
- Marketing Biz Alliance—Ken
- Chamber pay for BALLE membership—Rhonda
- Angel investment committee leader—Deborah
- Professional facilitator—brainstorming Joe Bran (sp?)