



A Grander Vision for the Heartland

Grow Grand Island Committee Meeting

Date * Time * Location: June 12th @ Noon; City Library	Recommendation Number and Name: 3.3/GV #12 & #18 Image – Corridor Improvements / Gateway Beautification
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Attending:
 Sharena Anson, Mathew Armstrong, Shannon Callahan, John Collins, Gene McCloud, Denise McGovern-Gallgher, Cindy Johnson, Brad Mellema, Tammy Morris, Chad Nabity, Mike Olson, Mark Porter, Rhonda Saalfeld, Don Smith, Frank Stepanek, Nicki Stoltenberg, Holli Yager, Sandy Yager

TOPIC	DISCUSSION / ACTION / FOLLOW-UP
Welcome & Introductions	Don Smith welcomed the group and all introduced themselves
Brief History of Grow Grand Island & Grander Vision	<p>Grow Grand Island was the initiative that was led by the Chamber, CVB and EDC, as well as 30+ business and community leaders from Grand Island. They came together to further enhance the community’s economic and business development efforts. The strategy was developed to help elevate the community’s competitiveness for new jobs and investment.</p> <p>Collectively, the plan produced 5 pillars (Existing Business; Entrepreneurs; Image; Workforce; Community Assets) which represent the foundation of our community.</p> <p>The Grander Vision was a grass roots effort that was managed by the City and lead by over 40 community volunteers. The goal was to build upon the HV efforts and to develop a united vision for Hall Co. that would set the stage for the future of our region. A comprehensive community outreach campaign was held and we heard from several 1000s of people through a bi-lingual survey and bi-lingual web site, stakeholder discussions, focus groups, open houses, etc. In November of 2014, we announced 26 recommendations under the categories of LIVE, WORK, PLAY, LEARN, and UNITE.</p> <p>Through the months of January & February, the EDC, CVB, Chamber, the City of Grand Island and the County of Hall, worked to merge both plans together.</p> <p>As a result, we have an Implementation Grid that contains approx. 35 recommendations. These recommendation s reorganized by the five pillars original Grow Grand Island pillars; incorporating all of the High & Medium Action Steps</p>

	from the Grander Vision plan.
Recommendation 3.3	<p>Develop long-range corridor improvement plans & signature gateway beautification projects to promote positive first impressions upon entering the community.</p> <p>First impressions are immensely important in terms of talent recruitment, business recruitment, and destination marketing. These first impressions of the community are largely formed along key corridors and at key gateways to the community, including but not limited to the area surrounding the airport and the primary points of entry from I-80 (Highway 281 & South Locust Street).</p> <ul style="list-style-type: none"> • Develop long-range Corridor Improvement Plans for Highway 281 & South Locust Street. Such plans should include a focus on aesthetic elements such as streetscaping & landscaping, signage & wayfinding, lighting, litter prevention, utilities (below ground when financially & operationally feasible), & road maintenance. These plans should also include consideration for one or more signature beautification projects at the community’s interstate interchanges & near the airport. • A large-scale investment in landscaping & beautification at the Highway 281 or South Locust Street interchange could differentiate the community from its peers along I-80 & leave a lasting positive impression on passers-bys that do not even exit the interstate. • Similarly, a signification investment in a landmark sculpture that aligns with the community’s image & identify (such as a large crane) could have a tremendous impact on visitor’s impressions of Grand Island (for example, at the I-80 interchanges) • Expand Adopt-a-Road/Street Campaign • Develop aesthetic standards for streets & roads through the community. • Develop a fund for community beautification.
Objectives - South Locust Corridor Plan	<p>Don presented the objectives of the South Locust Corridor plan: They were:</p> <ul style="list-style-type: none"> -The South Locust Brand -Continued Design Enhancement -Safe & Appealing Pedestrian Access -Interstate Link -Functional Improvement -Land Use Policies -Landscaping Incentive Program
Entrance Signage	<p>Don presented signage pictures of Hwy 281 (South); Hwy 30 (East); Hwy 30 Rail Overpass; College Park; Central NE Regional Airport and Hwy 281 Service Club Sign (including other community examples of Service Clubs signs).</p>
Key Issues & Concerns:	<p>-Lighting from Hwy 34 to I-80</p>

<p>What concerns you the most about our community gateways/corridors?</p> <p>What could be the biggest issue in the future?</p> <p>Are we missing any opportunities? If so, what?</p>	<ul style="list-style-type: none"> -Litter -Need detailed plan for our corridors w/timetables & action steps -Need to start collecting pictures of other communities entrances -Need a brand first; before we can design -South Locust irrigation / landscape issues (rock should replace mulch) -Need to make a statement with our corridors -Extend trail system to I-80 from Walmart (South Locust) -South Locust (from Camp Augustine Road to South Lawry Road); restricted for development; conservation easement for roosting; protected habitat. North of the Camp; no City sewer; but we probably do not want to consider a sewer lagoon = City well field. 	
<p>Strategies / Goals</p>	<p>It was suggested that Don, Cindy, Gloria and representatives from City Staff meet to discuss primary and secondary entrances.</p>	<p>Nicki will follow-up and get that meeting scheduled.</p>

Next meeting, other notes, etc.: At our next meeting, we plan to outline the planning steps our gateway improvement strategy. It was also noted that a sustainable maintenance plan an essential component to whatever projects / initiatives our stakeholder group chooses to develop.

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