



# MEETING 2

## Developing Objectives

ENVISION BOURBON COUNTY

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- RECAP FROM MEETING 1
- GOALS WE CAME UP WITH
- LET'S TALK OBJECTIVES!

## **Example Ground Rules for Reaching Consensus:**

- Respect others and their opinions.
- There is no such thing as winners or losers in these discussions.
- Everyone will be offered an opportunity to add comments, offer concerns, and make suggestions.
- Everyone must allow the person commenting to complete his or her thoughts, without interruption.
- Personally criticizing others for their opinions will not be allowed.
- If a person raises an issue, then a potential solution must also be given.
- Everyone should focus on completing the task at hand.
- No shouting.

WHAT

# is Planning?

Planning provides a  
**vision**  
for the community today  
and what we want our community to be  
in the **future**

*American Planning Association*

WHO

do we plan for?

*Everyone!*

The  of planning is to

equitably

serve people

regardless of their

race, ethnicity, social, and economic status

in a manner that is sustainable to the environment.

WHY

do we plan?

Good  
Health

Economic  
Well-being

Public  
Safety



WHY

do we plan?

**Because we are required to!**

Kentucky Revised Statutes (KRS)  
100.183-.197 addresses  
comprehensive planning.

It is in our best interest to!

Good  
Health

Economic  
Well-being

Public  
Safety

**ON THE TABLE . FOCUS GROUPS . SURVEYS**

**ADVISORY  
COMMITTEE**

**WORKING  
GROUPS**

**LEGISLATIVE BODIES  
PLANNING COMMISSION**



# What is the role of a working group member?

In cooperation with other working group members and staff, working group members will develop draft goals, objectives, and action items for the Envision 2040 Comprehensive Plan Update. All draft items shall take into consideration the perspectives of the community (qualitative) and data and statistics (quantitative).

The commitment is five (5) meetings over a four (4) month period.



# WORKING GROUPS

MAY – SEP 2019	SEP 2019 – JAN 2020
<i>Housing</i>	<i>Agriculture &amp; Environment</i>
<i>Economic Growth</i>	<i>Heritage &amp; Urban Form</i>
<i>Public Health &amp; Community Building</i>	<i>Land Use</i>

1



Create a vibrant community that attracts a diverse quality of jobs by promoting a strong education based along with a skilled technical workforce

2



Make Bourbon County a place to establish, expand and do business and encourage economic growth and diversification.

3



Promote understanding and growth of the tourism industry as a vital component of broadening the county's overall economic base.

4



Encourage revitalization of the urban core districts of Millersburg, North Middletown and Paris.

# EDA Strategic Plan Goals



- Assure availability of infrastructure ready land for industrial, commercial, and residential development
- Market Paris-Bourbon County as a place to establish, expand and do business as well as live
- Ensure that Bourbon County is a business friendly community
- Encourage and support the development of work ready and entrepreneurial community
- Work with partners to enhance the quality of life in Bourbon County

# Goals versus Objectives

- Goal

A desired state of affairs to which planned effort is directed

General statements of desired outcomes of the community

Should be broad but specific enough to know where progress has been made

- Objective

A goal or end toward the attainment of which plans and policies are directed

More specific and a subset of goals, providing measurable strategies.



# Goals versus Objectives

## Basic Differences Between Goals and Objectives

<b>Goals</b>	<b>Objectives</b>
Broad	Narrow
General	Precise
Intangible	Tangible
Abstract	Concrete

Thinking of Your  
Destination: Be SMART



## Specific

- What do you want to achieve?
- Where will you focus your efforts?

## Measurable

- How do you plan to measure progress toward the goal?
- What is the end result and milestones along the way?

## Attainable

- Do you have the resources to achieve the goal?
- What factors might prevent achieving these goals?

## Relevant

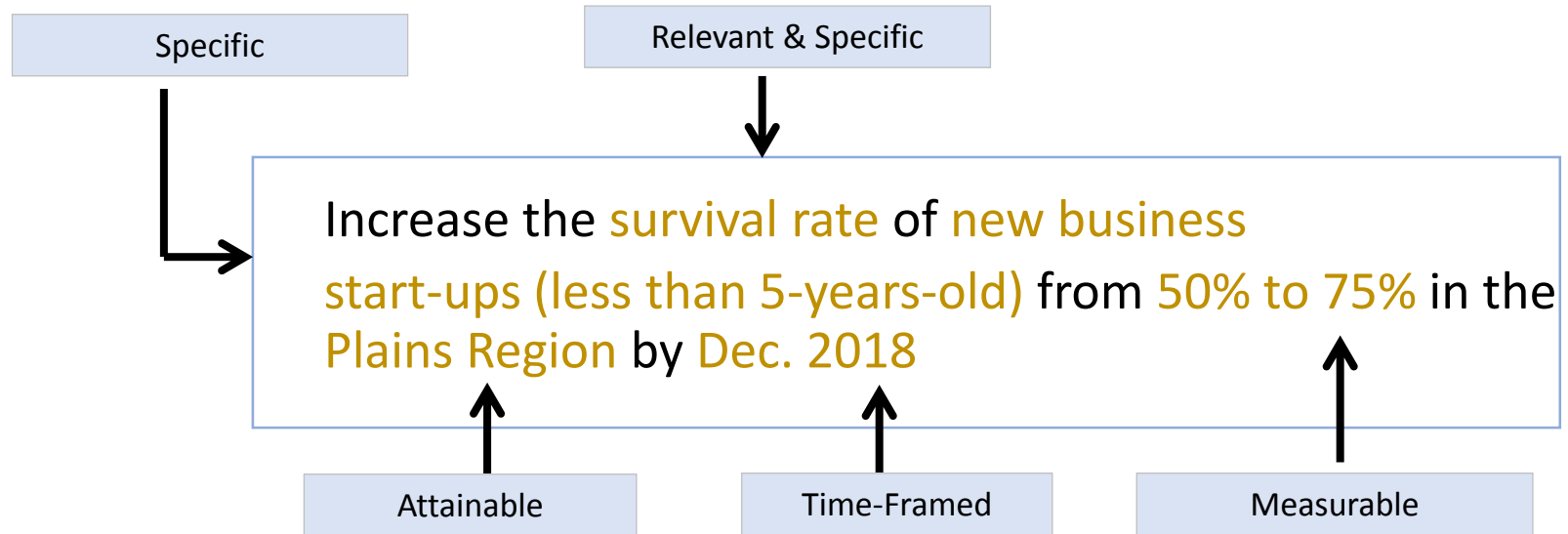
- Is this important for your region?
- Does this matter or bring benefit to the region?

## Time Framed

- When do you want to achieve your goal?
- What is the target date for accomplishing the goal?

Adapted from: Heathfield, S.M. (2011)

# SMART Objective : An Ideal Example



## NEXT MEETING:

Wednesday June 26, 2019

5:00 – 7:00 p.m.

Paris-Bourbon County Library



ENVISION BOURBON COUNTY

