May 21-22, 2012  Book of Proceedings

How Can We Use Creativity and Innovation to Sustain a Thriving Future for Monmouth County?
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book of Proceedings</td>
<td>1</td>
</tr>
<tr>
<td>Preface</td>
<td>3</td>
</tr>
<tr>
<td>SESSION #1: What Programs are Working?</td>
<td>5</td>
</tr>
<tr>
<td>SESSION #2: Create a culture of creation and collaboration throughout Monmouth County</td>
<td>6</td>
</tr>
<tr>
<td>SESSION #3: A Place of Unbounded Imagination</td>
<td>9</td>
</tr>
<tr>
<td>SESSION #4: How we can overcome the negative stereotypes perpetuated by the media to promote family tourism to Monmouth County</td>
<td>11</td>
</tr>
<tr>
<td>SESSION #5: Self Sustaining Charitable organization - the new business model</td>
<td>12</td>
</tr>
<tr>
<td>SESSION #6: The Grove is a Bad Community Planning Model</td>
<td>13</td>
</tr>
<tr>
<td>SESSION #8: Defining Success</td>
<td>15</td>
</tr>
<tr>
<td>SESSION #9: Adapting to the End of Growth</td>
<td>17</td>
</tr>
<tr>
<td>SESSION #10: Art Means Business</td>
<td>18</td>
</tr>
<tr>
<td>SESSION #11: Local Production of Food, Energy and Water</td>
<td>19</td>
</tr>
<tr>
<td>SESSION #12: Community Media Storytelling Notes</td>
<td>20</td>
</tr>
<tr>
<td>SESSION #13: How to Make Money &amp; Create Jobs while protecting the environment</td>
<td>22</td>
</tr>
<tr>
<td>SESSION #14: SPARCC: &quot;SP&quot; Application for Real Community Connection</td>
<td>24</td>
</tr>
<tr>
<td>SESSION #15: How to bring High Technology back to Monmouth??</td>
<td>26</td>
</tr>
<tr>
<td>SESSION #16: MoCo Arts Corridor, A Partnership - How do we implement MoCo?</td>
<td>27</td>
</tr>
<tr>
<td>SESSION #17: Unite the Arts Community</td>
<td>29</td>
</tr>
<tr>
<td>SESSION #18: How to engage (disenfranchised) 20-30 year olds in the economic and workforce growth of Monmouth County</td>
<td>30</td>
</tr>
<tr>
<td>SESSION #19: Communication Gap: School, Home, Community, Kids</td>
<td>32</td>
</tr>
<tr>
<td>SESSION #20: Reviving &quot;Main Street&quot; in small towns</td>
<td>33</td>
</tr>
<tr>
<td>SESSION #21: Incorporating the &quot;Left-outs&quot; into Our Worlds</td>
<td>34</td>
</tr>
<tr>
<td>SESSION #22: Collaboration-Reference-Gamification Venture</td>
<td>35</td>
</tr>
<tr>
<td>SESSION #23: Community College - Focal Point in the County</td>
<td>37</td>
</tr>
<tr>
<td>Action Plan #1: NJ News Service</td>
<td>38</td>
</tr>
<tr>
<td>Action Plan #2: Design/build MC emergency pod</td>
<td>39</td>
</tr>
<tr>
<td>Action Plan #3: &quot;Super&quot; Monmouth 2013</td>
<td>40</td>
</tr>
<tr>
<td>Action Plan #4: Online Tool as a Collaborative Resource</td>
<td>41</td>
</tr>
<tr>
<td>Action Plan #5: How do we build the needed infrastructure to sustain the energy and implement the multiple ideas that were suggested over the two day Creative Monmouth call to collaboration?</td>
<td>42</td>
</tr>
<tr>
<td>Action Plan #6: Monmouth Tourism App</td>
<td>44</td>
</tr>
</tbody>
</table>

Creative Monmouth Call to Collaboration May 21-22, 2012
Preface

... One Community at a Time

By Elizabeth Murphy, Project Director, Creative New Jersey

Last week, Creative New Jersey launched Creative Monmouth: Call to Collaboration—a 2-day Open Space convening that marked the inaugural event in our statewide series. We welcomed approximately 100 individuals representing a diverse range of fields and disciplines including city and county planners, educators (K-12 & Higher Ed); engineers; scientists; architects; social service professionals; artists and arts/culture administrators; hoteliers; entrepreneurs; workforce and economic development leaders; tourism directors; community development activists; journalists; restaurateurs; high school students and more! It was a dynamic and challenging two days as this group of cross-sector stakeholders grappled with the overriding question: How Can We Use Creativity and Innovation to Sustain a Thriving Future for Monmouth County?

We gathered on the beautiful campus of Monmouth University who graciously hosted our convening on Monday, May 21st & Tuesday, May 22nd. I’m not sure what the weather was like last Monday in other parts of the state, but I can tell you, that on the Jersey Shore in Long Branch, we had a mini-tropical storm that morning with many roads closed due to flooding! Our Host Team members arrived on campus at 6am to prepare for our 8am start, and I’d be lying if I told you were weren’t concerned about our participants’ ability (and desire) to weather the storm and arrive safely at our Call to Collaboration. Needless to say, we were all delighted and thankful to have a full house for the opening session!

If you’ve been following our recent blog posts, you know that these community-based Calls to Collaboration utilize the Open Space Technology format, an internationally proven meeting method originated by Harrison Owen. Working under our overriding theme, the participants—one-by-one—came to the center of the circle and proposed break-out topics focused on solutions to the social, economic, and cultural challenges facing Monmouth County. The self-directed style of this type of meeting is invigorating, as each person takes responsibility for effecting change in their community.

Over the course of two days, twenty-three break-out discussions took place with an additional six action-planning meetings. This Book of Proceedings captures the notes from each break-out session, and is published on Creative New Jersey’s website. The discussion topics included:

- Adapting to the End of Growth;
- Local Production of Food, Energy and Water;
- Implementing the MoCo Arts Corridor Partnership;
- Engaging (disenfranchised) 20-30 Year-Old’s in the Economic and Workforce Growth of Monmouth County;
- Designing and Building a Monmouth County Emergency Pod;
- Reviving “Main Street” in Small Towns;
- SPARCC: “SP” Application for Real Community Connection;
- Self-sustaining Charitable Organizations—a new business model
- Development of a MoCo (Monmouth County) Phone App

The conversations were frank, challenging and progressive. There was a palpable energy of commitment and promise which permeated every single discussion. Many of our participants had never met one another, while others knew of
each other but have not had the opportunity to collaborate until now. The community-building qualities of our Call to Collaboration are jump-starting new ideas and fueling existing ones into action. The last few months of preparation and planning by our Host Team, coupled with the generosity of our local Sponsors, not only delivered a successful convening, but fostered and solidified new relationships among the team members, sponsors, and their respective organizations. I was honored to work alongside each of them, and their dedication to sustaining a thriving future for their communities was infectious.

In the few days that have passed since our Call to Collaboration convening, I know of several people who are quickly moving forward with ideas generated during the sessions. Cheryl Cummings of the Brookdale Network announced she wants to host a follow-up convening in August, and in his own words, Jerome Scriptunas of MonmouthCares shares his reflections on the convening, “One of the best parts of the Creative Monmouth experience was being energized by the intergenerational sharing of new thinking. A high school student offered innovative ideas on using ‘gamification’ to spur community engagement. A retiree outlined a sobering articulation of the end of economic growth and the need to interpret growth laterally and in dimensions other than economic. Creative Monmouth is an idea whose time had come for Monmouth County. One of the tell-tale signs was the frequent mention in different sessions of the need for a web site platform to facilitate collaboration and the recognition of how smart phone applications with unique relevance to Monmouth County can energize how much we care about what Monmouth County offers. Last Friday we purchased the domain names for creativemonmouth.org and .com. I was also astounded at the breakthrough progress by the “MoCo” teams to draft detailed requirements for a smart-phone application. And if I needed more evidence of the value and advantages of time banking and service exchanges I sure got it. I’m so happy we quickly reached a tipping point just one week after the convening with having spoken with Active Voice and enlisting Cheryl Cummings of Brookdale Network to submit a request for Monmouth County to be a screening site for PBS’ ‘Fixing the Future’ on July 18!”

The remarks offered during our closing session were a powerful testament to the value of Creative New Jersey’s mission to foster creativity, innovation and sustainability by empowering cross-sector partnerships. For some folks, this proved to be a transformative experience, and many spoke of their renewed sense of hope for their workplaces and their communities. Moreover, since our work is only beginning, this success underscored for all of us that we are on the right track with creating the landscape for community-based, cross-sector Calls to Collaboration to flourish.

We hope that the ideas expressed in the following pages will ignite your own determination to join forces with members of Creative Monmouth in moving “from words to action” or spark your desire to launch a new idea of your own. In either case, we hope that this is only the beginning of a long and fruitful collaboration.

Thank you Creative Monmouth for helping to lead the way forward!

If you’d like to connect with any of the Creative Monmouth participants and follow the conversations, please create a profile on the Creative New Jersey website, join us on Facebook and LinkedIn, and follow us on Twitter.

Creative New Jersey is dedicated to fostering creativity, innovation, and sustainability by empowering cross-sector partnerships in commerce, education, philanthropy, government, and culture in order to ensure dynamic communities and a thriving economy.
SESSION #1: What Programs are Working?

Initiator: Alison Hayes


Summary Highlights

- Good Leadership - Monmouth County Arts Council, MoCo Arts Corridor
- Collaboration in cross sectors, between many organizations
- Promote Understanding through cultural discovery
- How do you sustain this project economically? What is the business model?
- Sharing Resources to fulfill needs/efficiency, barter network
- Cultivating the Future - Incorporating the Youth Voice
- Cultural Empowerment and Engagement Programs

How needs to happen next?

- Need to reach out to policymakers to communicate impact of the arts
- Reach out to schools to build partnerships for the arts and other creative initiatives
- Need to document accomplishments/successful outcomes to grow support/funding
SESSION #2: Create a culture of creation and collaboration throughout Monmouth County

Initiator: Michael Redpath

Participants: Vance Peck, Ossma Saiselin, Ginger Mulligan, Lisa Cureton, John Ciufo, Jim Hickey, Lori Hohenleitner, Kevin Karol, Cathy Sugden, Kathleen Bellusar, Jerry Kaplan, Sheilagh Casey, Cheryl Cummings, Guru Subramanian, Eileen Chapman, Darrell Willis, Jennifer Lieberman, Marcia Shiffman, Mary Eileen Fouratt, Stan Green, Dan Smith, Jay Brandwein, Larry Sternbach, Nikhil Parneen, Pam Marvin, Catherine Clark, Lee Beaumont, Pat Hutchinson

Summary Highlights

Too little time to indulge in vision
Build "outside" collaboration component into every plan for every undertaking
Commit to IDing possible co-creators
Communication
Training
Ongoing effort
Commit to keeping this conversation going
Cultures change generationally- engage younger generations
Creative environments are by design
Create sense of participation and belonging
Citizenship
Written cultural guidelines
Reward/acknowledgment for achievement
What comes next?
Artists/creators want to be noticed/acknowledged
Brand Monmouth County- what does it mean to live, work, visit Monmouth
Rating index for collaboration
On-line collaboration tool
Accountability of support
Create and communicate success stories
Success of Made in Monmouth event
Define collaboration- both broadly and at execution level
Share stories
"On line" collaboration marketplace
Develop a cross generational communications strategy
Vertical and horizontal collaboration
Are there models we can emulate?
LinkedIn discussions
How to connect with community and groups
Where can communications take place?
How to build community
"Speed dating service" for collaboration- skills brokering
Monmouth County Arts Council facilitated collaboration between all the county arts organizations to create an arts corridor called MOCO- we have one more meeting
   Also collaborating with businesses
   NJ Transit
Barriers
   Chase for money
   Survival
   Time competition
   Duplication of effort
Invite each other in
Build around existing events and activities
All caught in own rivers
Learn each others rhythms
Plenty of resources, just need to interconnect
Look at "Community Weaving"
Research other similar efforts
Look for solutions and issues
Let in be known who is looking to be collaborative
Shift from "what can you do for me" to "what can we do together"
Keep it simple and accessible
Can Creative Monmouth continue as a resource?
Sell commitment to local engagement and resources
How to facilitate collaboration
Collaboration needs to be facilitated
Explore the Wawa door phenomenon
Start small
Annual collaboration day ala National Make A Difference Day and Small Business Saturday
All embracing- widen
Time-starved society
Nurture "third places" first place is where we live; second place is where we work; third place is where we engage life, where we create, where we gather
Market Monmouth County as arts destination
How to "convert" under-30s
"The Sibling Society" Robert Bly
Gain strength from each other
Sustainable efforts- what makes the difference in sustainability, what are common elements of sustainable efforts, sustainability resides with the participants
Need for leadership in our country at all levels- leading as opposed to exercising power
Not everything is meant to last forever
Book of Democracy by Parker Palmer, or anything that he has written on collaborative cultures
Malcolm Gladwell books
Collective identity crisis

What needs to happen?
On-going training/learning/communicating
Annual big focus
Connect people as they have needs
Some sort of strategy
Sharing successes/stories
Who/what to be accountable for keeping the conversation going, for encouraging ongoing collaboration
SESSION #3: A Place of Unbounded Imagination

Initiator: Rachel Van Hazinga

Participants: Andrea Rosenfeld, Sandy Taylor, Valerie Peck, Jerry H Kaplan, Jennifer Lieberman, Pat Hutchins, Robbie Trocchia, Lee Beaumont, Eileen Kennedy, Larry Capo, Sheilagh Casey, Daniel Smith, Jerome Scriptunas, Maureen Heffernan

Summary Highlights:

While this program will use technology as a convening and communicating device, the most important feature will be that participants will interact using authentic materials and processes in non-threatening, non-judgmental setting. The ultimate goal is fostering community growth.

How is it different from an art community?
A space to work with untapped potential, to re-engage disenfranchised learners, to provide creative outlet for those who think they are uncreative.

There could be an intergenerational component for those who want to learn something new or share a skill or interest.

A place to build community; bring community oriented activities and events using creativity (not just traditional arts); using gateway arts to unlock creativity and interaction; To develop a sense of community through gateway arts and shared interests in a local venue

Target audience would be the most diverse possible; young adults through elderly; people who want to learn something new, people motivated to learn lost trades and skills, people who think they don't have the time, tapping into our past experiences to re-engage in crafts or skills, those with untapped potential, those who want a creative outlet but are intimidated by traditional classroom settings, those looking for a way to interact with others and be part of a community; people who want to work with their hands as a counterbalance to today's high tech world; for a way for people who wish to interact creatively to achieve a common goal, product, or outcome.

Is it about the space? Camp Evans in Wall is looking for arts programming and activities; for children and/or mutually beneficial for children and adults; however other "moveable" venues can be considered. Also, find ways for other groups offerings to piggy back onto this program.

What needs to happen next?

Create an action plan for marketing, create database of organizations already providing the types of services and activities needed,
Research delivery models, do market research abut the need and market for this service.

Child care?

strengthmovement.com
Sockett.org (soccer balls with light)
Brainpop.com
Monmouth County Arts Council
Pinterest, FaceBook, Twitter,
Resources and/or models:
University College of London
Repair Cafe
Belmar Arts Council
Peter Block Book
Project Use
Family Night at Sandy Hook
MAECOM Classes (good source for educators)
Town Square Model
Riverside School in India
National Visionary Museum
Being session on Poetry week of May 17
Virtual Choir
Knitting and Quilting Groups
Monmouth County Art Alliance
American Littoral Society beach grass planting project
SESSION #4: How we can overcome the negative stereotypes perpetuated by the media to promote family tourism to Monmouth County

Initiator: Claudia Lucey

Participants: Margaret Mass, Bill Pappalardo, Yvette Williams, Tom Riccardi, Barb Youchah, Kathy Donnelly, Lee Beaumont, Jason Greenspan, Joe Barris

Summary Highlights:

Although we believe that shows such as Jersey Shore, have portrayed New Jersey in a negative light, we do not believe that it has negatively impacted family tourism overly much. What has happened, however, is that family travel locations have been eclipsed by these party locations.

Campaigns such as the new Atlantic City commercials, and the old "New Jersey and You Perfect Together" were all positive images which could attract family travel to New Jersey.

Social media such as Apps/Twitter and Facebook could all be used to promote family tourism to NJ

Resources and/or models:

How needs to happen next?

Use the Board of Tourism to promote "Trails" different tours which would encourage family travel to locations such as "Historic Revolutionary Trail" "Wine growing and Tasting" Trail. Also walking tours, such as Historic Monmouth county or Red Bank. Arts Trail. Work with municipalities to create apps for major destinations, promote this on social media to family oriented sites.

In conclusion, focusing on Historic New Jersey, Artistic New Jersey, Shoreline New Jersey in "tours" would help to promote in a positive way, family activities in Monmouth County and New Jersey at large.
SESSION #5: Self Sustaining Charitable organization - the new business model

Initiator: Marcia Blackwell

Participants: Kerry Buckman, Travis Johnson, Roseann Weber, Maureen Collins, Kathleen Belluscio, Maria Wojciechowski, Vickie Snoy, Guru Subramanian, Rich Brandwein, Bruce Arbit, Eileen Higgins, Don Smith, Debi Holliday, Cheryl Cummings, Sandy Taylor, Maureen Heffernan, Lee Beaumont, Kathy Donnelly, Sr. Debbie Drago, Barbara Reid

Summary Highlights:

- Using Cost benefit analysis to determine viability of programs and services
- Creating alternative revenue streams
- For Profit Programs supporting non-profit services
  - for example - thrift shop supporting other services
  - Brookdale charging a nominal fee for video production to cover costs and train students at same time
- Leveraging social media and other marketing tools to promote an organizations mission, programs.service and events
- Comparative and Competitive Analysis- who has a program similar to mine - who is doing it better can we collaborate? Private corporation can be in competition with some nonprofit healthcare agencies. But they may not be providing the best service.
- Collaboration and the fear of someone stealing your idea or your donors...many now willing to see the benefit of collaboration over that fear.
- How can we use technology to further our goals?
- Create a non-profit coop to share ideas and information? many in the County are already doing this.
- United Way has quarterly meetings of non-profit execs. to share ideas. Family and Children’s services has a clearing house for volunteers.
- Eileen Higgins from Monmouth County work Force development - eileen.higgins@dol.state.nj.us offered the opportunity for nonprofits to present their needs to some of Monmouth County's unemployed workers as a way of finding underutilized talent and offering them an opportunity to build their resume.
- What can we do for each other? the Arts is already collaborating on many levels through the Monmouth County Arts Council.
- Are others willing to reach out individually to form collaborations on their own.
- Shared business development workshops and experts. bring in social media and business development experts to talk to a group of non-profit leaders. share the cost and the knowledge.

How needs to happen next?

- Continually evaluate programs for their financial and community viability
- Suggested Reading: "The End of Fundraising" - creating Value and impact
- Participants to reach out to each other and find opportunities to collaborate
- Eileen Higgins to send email with some shared resource opportunities.
SESSION #6: The Grove is a Bad Community Planning Model!

Initiator: Bill Pappalardo

Participants: Sr. Debbie Drago / Ginger Mulligan / Colleen Meyer / Jason Greenspan / Marcia Shiffman / Maureen B. Collin / Debi Holliday / Kevin Karol / Michael Redpath / Justin Sauer

Summary Highlights:

The intent of the title was to be extreme and discuss what works and does not work at the Grove. The discussion started as; who are you, where do you live and why do you love/hate it. These are the points from that discussion:

- Small community with lots of activity; marina, bike path, shops
- Downtown as our "3rd Place" (1st is home, 2nd is work, 3rd is...)
- Front porches; walking, neighbor interaction
- Integrated neighborhoods; commercial/residential
- Walkable for kids; schools, community centers
- Transit node; ease of access
- Gathering; parks, community centers, YWCA, YMCA, religious multi-purpose rooms
- Sense of belonging; who you re, what is your neighborhood, what is your identity
- 25 mph speed limits; reduce the ability to speed through town and miss the opportunity to stop
- Reduce setbacks; bring the neighborhood forward and together
- Sidewalks; foot transit
- Open space planning is not simply large lot sizes
- Thoughtful limited cluster planning
- Block parties, social interaction, knowing your neighbors
- This is why we love our neighborhoods...

How needs to happen next?

This is said tongue-in-cheek; "first we shoot all the lawyers."

- Reinvigoration (positive); bring back what made our childhood neighborhoods so great
- PPP sponsorship (Public/Private Partnerships) (positive); involve business and government in development
- Use of dead space; parking lots, facilities that close at 5 PM
- Change the zoning board guidelines
- Change the planning board guidelines
- Integrate business, offices, residences
- Create more gathering spaces; parks, halls, etc
- Permits (negative); egregious regulations
- Insurance (negative); lawsuits
- Lawyers (negative); those who sue
- Focus on:
  - Community participation - residents
  - Political participation - government
  - Private participation - business
  - Institutional participation - religious, cultural, arts, etc
- This is what we need to do to change zoning and planning boards to allow for the non-suburbanization of our future development.
SESSION #7: Monmouth County - "The Best Place" to Live and Visit

Initiator: Guruprasad Subramanian

Participants: Joe Barris, Kelly Barratt, Roseann Weber

Summary Highlights:

Experience Monmouth County
- For outdoor Experience - Beach, Horse Farms, Race Tracks, Public Golf Courses, Public Parks, Historic sites, Natural Beauty
- For Indoor Experience - Art Galleries, Theaters, Music, world class restaurants

Year Around Activities
- Art Festivals, Beach Events, Golf Tournaments, Theater and Music festivals, Kids activities at the park

Convenience
- Close proximity to NYC, PA. Convenient and frequent public transportation - Trains, Buses, Shuttles
  Affordable quality close to you

Monmouth Country - we are unique
- Monmouth Pride, Small town experience with big city convenience

How do we promote:
- One stop shop - Information about all the happenings are in one place, Updated daily - for the inquisitive
- Spread the word - Let the people know what is happening in M C on a weekly basis - we take the details to the potential visitors
- Activity based promotion - Plan for daily and weekend activities. - For Adults - Golf in the morning, Dinner and theater in the evening.
  o For Kids - Activities in the Park, at the Beach, at the Theater (kids focused)
  o Free Events - compile and promote to local residents - via school, church and local businesses
- Involve Local businesses, Civic organizations, Religious institutions to promote
- Special events - Made in Monmouth, Monmouth Month, Experience Monmouth etc. These should be ongoing events.

To whom we promote:
- Local events for the local residents (reach out the residents of Monmouth country first)
- Most are not aware of the activities that would interest them
- Next to Out of County and out of state visitors.

Promotional Tools
- Social media (Facebook)
- Website
- Weekly or Monthly E-mail blast to all the interested residents (This will list all the upcoming events in Monmouth County)

How needs to happen next?
SESSION #8: Defining Success

Initiator: Bruce Arbit

Participants: Andrea Rosenfeld, Cheryl Cummings, Cathy Sugden, Kathy Donnelly, Stan Green, Larry Sternbach, Jennifer Lieberman, Pam Marvin, Jeffy H. Kaplan, Lori Hohenleitner, Yvette Williams, John Ciufo, Alison Hayes, John McEwen, Sr. Debbie Drago, Eileen Higgins, Jay Brandwein, Courtney Perez, Barbara Reid, Amy Fitzgerald, Eileen Moon, Lori Ersolmaz, Darrell Willis, Pat Hutchinson, Aquisha Nedd-Espinal

Summary Highlights:

How do we make "this" economy" sustainable?
- Collaboration
- Business models
  - Partnership model
  - Bergen county: access for all

Scale of success in terms of:
- Consumer
- Target
- Provider

Measures of Success
- Ability to increase the quality of life in Mon county residents
- Good quality jobs
  - Income
  - Unemployment rate

Access
Authenticity -maintain, retain
Engagement
Collaboration
Not just traditional arts
Vision -where do we want to go?

Ability to Leverage the existing Foundation/Infrastructure
Data Resources
Physical
  - Roads
  - Utilities
Education
  - Credit
  - Non-credit
  - Life-long learning
  - High quality educational services

Degree to which we Create/Expand Public space for recreation, arts & culture
- Ability to Access/Attract Tangible Investments
  - Private funding

Creative Monmouth Call to Collaboration May 21-22, 2012
o Collaboration - private & non-profits

In 5 years, if the Time Magazine were running an article, what would the headline read?
- Monmouth county leads the country in public/private partnership
- Monmouth county leads the country in placing college grads in jobs
- For Monmouth & Fort Hancock are thriving: Best conversion of former military bases to public spaces (viable)
- Monmouth county leads the country in bringing lowest performing districts up to standard
- Ownership in local communities
- Monmouth county launches 10 pilot initiatives for innovation & creativity

How needs to happen next?

- Diverse participation
- Build upon success
- Survey - what would engage them?
- Research models; local, national including San Diego, Montclair, NJ, Oranges..
- Mapping Project
- Define Realistic Goals
- Final, Actionable Takeaways
- Focus on children
- Take a block by block, organic approach
- Use this Creative Monmouth Group as a community resources for cross-sector integration and cross community promotion.
SESSION #9: Adapting to the End of Growth

Initiator: Leland R. Beaumont

Participants: Vickie Snoy, Rosa Trinidad-Nedd, Eileen Kennedy, Kathy Collins, Maureen Heffernan, Jerome Scriptunas, Tammy Laverty, Sheilagh Casey, Sandy Taylor

Summary Highlights:

Highlights & key points from the discussion:
The Group began by exploring the premise: "We have reached the end of economic growth" and "we have reached the ecological limits of the planet. The assembled group readily accepted this premise, and got to work.

One solution is to re conceive prosperity as "flourishing" rather than as "opulence" Some hints in making this transition are in the book "Flourish" recently written by Martin Seligman. He defines "Flourishing" as:
1. Positive emotions -- The pleasant life, positive affect, feeling happy,
2. Engagement - flow, getting lost in your work,
3. (Positive) Relationships -- other people,
4. Meaning -- Belonging to and serving something bigger than yourself, and
5. Accomplishment -- completing tasks and projects.

• We acknowledge the end of economic and ecological growth and are ready to begin adapting.
• Move toward flourishing rather than opulence
• Use local resources, and savor them.
• Grow in other dimensions (How can we grow and not add to more traffic?)
  • Engage in the community, make more connections,
  • Seek more meaningful activities,
  • Contribute time and expertise
  • Focus on What Matters
• Move to a 3-day work week
• Stop hoarding, learn to cope with abundance.
• Design and build "Pocket Neighborhoods" that allow residents to walk to and share common areas
• How can our well being benefit from productivity improvements?
• Ensure physiological security, get us all back into the same boat

What needs to happen next?
• Discuss this topic at various community gatherings, such as church, community groups, etc.
• Challenge politicians that only promote growth.
• Promote "B-Corporations"
• Enable micro investments within the US.
• Provide Zip bikes
• Enable private jitney services
• Recognize when we throw things away, "there is no 'away'".
SESSION #10: Art Means Business

Initiator: Mary Eileen Fouratt

Participants: Catherine Clark, Kathy Donnelly, Jim Hickey, Bruce, John Ciufo, Robin Parness, Jennifer Lieberman, Andrea Rosenfeld, Barbara Reid, Eileen Chapman, Darrell Willis, Sheilagh Casey

Summary Highlights:

- Internet is taking shopping away from local businesses.
- Love the Made in Monmouth want to build on it
  Model: Portland & Seattle - value on handmade
- Blend local & mass market
- Blend High & low Vancouver
- National Record Store Day and Comic Book Day
- Made in Monmouth brand on items in store
- Make it attractive to buy local
- Grow Monmouth Day
- Business incubators for artists, small business administration help at Brookdale
- Venue list for artists to show work, performance venue list
- 350 project - shows value of spending money locally
- Define "Business"
- How do we keep artists in Monmouth County
- Navesink River Art Contest - Monmouth Arts, patron, galleries, arts groups - art contest for artists to paint Monmouth county
- Increased tourism
- Art Education
- Marketing arts locations
- Educate, inform people on how much art is a part of our lives and available locally.

What needs to happen next?

- Get information out to artists about resources on developing as small businesses, workshops, MoCo - art contest idea
- Share Local Arts Index info and venue list on Monmouth Arts website
SESSION #11: Local Production of Food, Energy and Water

Initiator: Travis Johnson

Participants: Dan Smith, Marcia Blackwell, Catherine Clark, Sandy Taylor, Kerry Buckman, Sr. Debbie Drago, Jay Brandwein, Rick Brandwein, Pat Hutchinson, Maria Wojciechowski

Summary Highlights:

In the name of financial and environmental sustainability, how can we maximize local production of the FEW (food, energy, water) resources? What are the rules in place that discourage or make it illegal? What would we build if we could?

- Freehold Township has an ordinance against clotheslines.
- MC park system has a policy of purchasing land that is in the watershed to protect what happens there.
- A local farmer sells grass fed beef and lamb, but does not have a connection to the local supermarkets or farm markets.
- Some farmers have trouble with the regulatory hurdles for packaging, quantity, consistency etc.
- People in their 20's are much more into local food. someone shared that their child took a class in college on local food.
- Supermarkets do not have enough local food to meet demand, so local becomes farther and farther away.
- We need more CSAs. This model shares the risk among growers and eaters.
- There are many urban farms but they are not often trained in business so they do not do well financially.
- In some ways we need/want to go back to the way it was.
- Apprenticeships are limited because many trades people are out of work.
- Transition Towns is a movement we should pay attention to. re-localizes and builds resilience. Transition Red Bank.
- Look to the Amish
- Visit Genesis Farm
- Rutgers Eco-complex as an incubator.
- Benefit Corporation as a structure. social mission in bylaws and shareholders cannot override the social goals.
- People will change when it becomes too expensive to continue on the path they are on.

What needs to happen next?
SESSION #12: Community Media Storytelling Notes

Initiator: Lori Ersolmaz, Voices of Hope Productions

Participants: Cheryl Cummings, Maureen Collins, Travis Johnson, Kerry Buckman, Stan Green, Susan Haig, Lisa Cureton, Larry Sternback, Eileen Moon, Guru Subramavarian, Kelly Barratt, Rosa Trinidad-Nedd, Lori Hohenleitner

Summary Highlights:

DISTRIBUTION METHODS

- Traditional
  - Newspaper
  - Radio
  - TV
  - Public TV - NJTV
  - PEG, Public, Educational (ie: Brookdale), Government
- New Media
  - Blogging
  - Vlogging
  - email listeservs
  - Social media
  - Twitter
  - Podcasts
  - Watch on Demand
  - Video storytelling
  - Mobile Media APPS

COLLABORATION:

- Leverage all of us
- We work independently, but we're not in it alone
- Utilize our collective networks

WHAT'S THE MESSAGE?

There's a lot of incredible *positive and successful* stories about the fabric of Monmouth County:

- Hves and Have-nots
- Nonprofits
- Biz-2-Biz
- Facilitate stories of people who live on margins
- Facilitate youth voices
- Spirit of Volunteerism
- Isolate events, where people going and what doing
- Generosity of people in MC

WHO IS THE AUDIENCE?
• Greater masses?
• Who lives in MC?

FUNDING:

• Collaboration builds resources, leverages $

ACTION IDEAS:

• Create creative inventory in MC; mapping, who's doing what?
• Facilitate stories that show the fabric of MC—Becomes statewide storytelling model for all of NJ As defined above
• Develop 30 sec and 60 sec News packages, promote to news outlets
• Learn specs of news broadcasters
• Provide content to NJTV they're looking for content
• Develop content gathering mechanism for sharing stories/content
• Present uploading servers: JAG (Jersey Access Group) server, NJVid, CMDN

What Needs to Happen Next?

NEXT STEPS:

• Create Creative MC subgroup specifically for community media storytelling initiatives
• Create 2-pager online/email listserv for Creative Monmouth
• Create creative monmouth distribution list

Additional Notes:

• New media
• Faux media opt-in media
• RSS news feeds

Also physical face-to-face meetings announcements

Types of storytelling:

• testimonials
• self-validating
• add credibility
• cheap
• accessible
• polished vs nonpolished
• viral

MESSAGE:

• Get to heart of Message
• everyone's creating media, but there's also a lot of white noise
• How do we harness our stories
SESSION #13: How to Make Money & Create Jobs while protecting the environment

Initiator: Marcia Blackwell

Participants: Dan Smith, Yuhmin Hwang, Sister Debbie Drago, Donna Coulson, Claudia Lucey, Bill Pappalardo, Susan Haig, Eileen Moon, Aquisha Nedd-Espinal

Summary Highlights:

- Make use of existing office and industrial space - no need to build new - we need to preserve our open space
- Large Employers have left the area - How can we attract new business and employers and use tourism to create jobs in Monmouth County.
- Assets: Lifestyle of living in Monmouth. Open Space, Parks, Ocean
- We have lots of underutilized office buildings and retail outlets - how can we stimulate the marketplace to use this space rather than build new?
- Think differently about leasing space versus building new. It is often more cost effective to retrofit an existing building and make it more energy efficient
- Example: Shore Regional High School. The cost benefits of retrofitting an exiting building and making it more "green" far outweigh building new. The lead time to recouping investment is getting shorter and shorter. Goals can be achieved more quickly.
- How do we negotiate the labyrinth of government and combat the fatigue of government employees and convince them to adopt to a new way of doing things.
- Since we have a lot of Wall Streeters commuting to NYC from Monmouth County - could we convince the employers to relocate part of their businesses here? This will increase employee moral and productivity.
- How can we educate business executives to be more open minded about how and where their employees do their job? We need to debunk the myths employers and employees have about working remotely.
- Businesses need to "be smart" about how and where they do business. Conservation on all levels as well as sharing resources and benefits.

What Needs to Happen Next?

- Stimulate interest in Monmouth County as a desirable place to live and work
- Encourage county and local government to be more open to innovation - conquer their fear of new ideas. Ask their advice, find out their objections and address them in a supportive way. Show them "whats in it for them!"
- Use the creativity and knowledge of University Students as resources to create new businesses that will stay in Monmouth County, and also to help add innovation to an already thriving business.
- Create and expanded collaborative office building where shared services could potentially include daycare, cafeteria and other amenities. Allow small employers to offer the same benefits to their employees as larger corporations. "Hoteling" concept - Must be affordable.
• Have Monmouth County offer a stimulus package for new businesses moving to Monmouth County
• Pass zoning laws to accommodate people working from home.
• Pass zoning laws to make retrofitting existing buildings even more desirable.
• Educate business owners and community leaders on how to make changes and take advantage of these incentives. Then educate the public on why they are desirable as well. Make it simple.
• We must prove the economics of being environmentally conscious. That investment will create a positive return,

Examples of green buildings:

• Shor Regional High School - Energy efficiency retrofit
• TerraCycle - Trenton, NJ Innovative ways recycled materials to furnish and divide office space
• Willow school - Gladstone, NJ - LEEDs Certified from the ground up
• James Toyota - Flemington, NJ
SESSION #14: SPARCC: "SP" Application for Real Community Connection

Initiator: Jerome Scriptunas

Participants: Rich Brandwein, Colleen Meyer, Cathy Sugden, Ginger Mulligan, Jay Brandwein, Justin Sauer, Sr. Debbie Drago, Barb Youchah, Pat Hutchins, Debi Holliday, Yvette Williams, Aquisha Nedd-Espinal, Lee Beaumont, John McEwen, Julie Schreck, Elizabeth Murphy, Pam MaKuin, Kathleen Kelley Belliscio, Bruce Arbit, Kevin Karol

Summary Highlights:

Most work involves use of generic tools to save, archive, remember, share, refer to, etc. What tools are available to facilitate the projects launched at Creative Monmouth? What new tools or customizations do we want.

Points addressed:

- getting answers to questions, time banking
- Who would manage the "app" - how far can self-service take us?
- build on top of CraigsList, Google Places
- Wikipedia model of worldwide, volunteer collaboration
- Websites can drive smart phone apps (J-Story?)
- Voice response tools: "I'm looking for this?"
- 511 service
- Examples: libraries, listennj.org, qandanj.org, nj211, ask.com, howtodo.com
- expert lines, NJ211
- search tools and directories
- need a technology centerpiece
- project management tools
- Group collaboration on FB
- social entrepreneurship
- content management
- BBS

What needs to happen next?

- Incubation period.
- Build awareness of practical uses of collaboration platforms.
- Establish: user group, learning collaborative, information sharing, story-telling, technical assistance, mentors-coaches.
- Need a pilot team to practice with some prototype tools.
- How to build a seeker-solver application.
- Define the rules for how gamification makes sense for Creative Monmouth Projects (rules, guidelines, incentives).

Resources, examples:

- Facebook for groups
- http://www.monmouthresourcenet.org
- Seeker-Solver, Barter Services Network BSN
• http://www.weboffice.com
• http://www.zoho.com
• http://www.communityweaving.org
• http://www.innocentive.com
• http://www.techsoup.org
• tools used in community organizing, political action, advocacy
• LinkedIn.com groups for mobile technology
• Tools for trust building, credit, rating, ranking, reputation management, fund raising
• Aggregation tools, content aggregation, http://www.evernote.com
• Conferencing recording, http://www.readytalk.com and others.
SESSION #15: How to bring High Technology back to Monmouth??

Initiator: Yuhmin Hwang

Participants: Lee Beaumont, Jerome Scriptunas, Kevin Karol, Donna Coulson, Jerry Kaplan (If we missed you please add your name)

Summary Highlights:

1. High tech Summer research programs, events.
2. Setup incubation centers/programs, work with the Universities/Colleges
3. Attract young talents to this community
4. Well utilize the Nobel Legacies
5. Bring in Entrepreneurship.
6. Attract high tech corps to setup offices/labs in Monmouth. (from California?)
7. Intergenerational learning - mentoring - coaching
8. Lavitations to sessions - seminars

What Needs to Happen Next?

Please add your comments.
SESSION #16: MoCo Arts Corridor, A Partnership - How do we implement MoCo?

Initiator: Jim Hickey

Participants: Robin Parness Lipson, Kelly Barratt, Jeanne DeYoung, Cheryl Cummings, Darrel Willis, Claudia Lucey, Eileen Chapman, Marcia Shiffman, Barbara Reid, Pam Marvin, Kathleen Kelly Be, Jennifer Lieberman

Summary Highlights:

MoCo Arts Corridor, A Partnership

- Branding
- Awareness
- Close to 2 billion dollars from tourism a year in Monmouth County
- Diverse richness in programming
- A regional approach to marketing
- NJSE meeting on NJ, NY Tourism Bureaus "Now That's New Jersey"

What Needs to Happen Next?

- enhanced web capabilities so that all organizational partners are pulling information from the same database
- create an app that lets you create a weekend planner on the fly
- map of MoCo in various locations
- facebook
- meet with civic leaders
- contact hotel association in the tri-state region

Logo Needed:

- JASPER model
- use a Creative Brief first to identify the audience and your organization's mission

Super Bowl Opportunity for Marketing:

- 2014
- MODC met to begin planning
- market events
- need for affordable accommodations
- "Super" events
- 250,000 visitors expected

Formula Racing - Hudson County

Worm Farm Institute (.org)

- Art installations along the corridor
- focus on gateways

Designated Arts Corridor Drive; need buy in from local municipalities
Connect the ACEs with the arts corridor by rail and roadway
ACE (Arts, Culture, Entertainment) Centers of Red Bank, Long Branch, Asbury Park, Belmar, Manasquan
NJ Transit has a Social Venture arm
Each participating org will speak with local civic leaders
Get on agenda for League of Municipalities!

Who's missing from the discussion?
  • Environmental
  • Chambers/business leaders
  • K-12
  • Civic Leaders
  • Faith Leaders
SESSION #17: Unite the Arts Community

Initiator: John Ciufo

Participants: Stan Green, Mary Eileen Fouratt, Andrea Rosenfeld, Pat Hutchins, John McEwen, Michael Redpath, Sheilagh Casey, Kathy Connelly & Lori Hohenleitner, Catherine Clark

Summary Highlights:

- MOCO creating Coastal Monmouth Plan Area with the help of Bloustein Arts Builds Communities Program & NJ Transit
- Developing a map of arts destinations with NJ Transit
- Designating Arts Corridor
- Continue cooperative marketing initiative
- Making Monmouth County a cultural destination

Discussions:

- Compared other competitive areas with Monmouth County
- Overlapping schedules of arts organizations is an issue
- How do we nurture the arts where it's not yet organized
- How to creatively apply for grants by partnering between organizations
- TriCity Arts initiative
- Challenge of getting media coverage

Action Items & Goals:

- Sub-committee on how to outreach & bring arts opportunities to students that may not have them in their day to day schedules
- Continue to look for opportunities for cooperative marketing
- Continue to try and schedule for collaborative programming
- Further discuss arts festivals: MOCO Arts Festival. Models looked at were Lighthouse tour & Monmouth Historical weekend
- Get people to visit all theaters
SESSION #18: How to engage (disenfranchised) 20-30 year olds in the economic and workforce growth of Monmouth County

Initiator: Larry Sternbach

Participants: Maureen Collins, Maria Wojciechowski, Sister Debbie Drago, Rachel Van Hazinga, Alison Hayes, Kerry Buckman, Jay Brandwein, Rosa Trinidad-Nedd, Aquisha Nedd-Espinal, Kathy Collins, Courtney Perez, Ginger Mulligan, Nikhil Panley, Elizabeth Murphy, Colleen Meyer, Eileen Higgins, Roseann Weber, Barb Youchah, Lori Ersolmaz, Eileen Moon

Summary Highlights:

Total unemployment Rate for 20-24 year olds is 14.9%:
- White 13.0%
- African American 25.7%
- Asian 11.9%
- Hispanic 16.6%

Total unemployment Rate for 25-34 year olds is 9.4%:
- White 7.90%
- African American 18.7%
- Asian 6.0%
- Hispanic 10.6%

OK, so why do we care about high unemployment among the 20-35 year old demographic?
- It impacts their quality of life, both now and in the future
- It deprives them of the dignity of work
- It deprives employers of their energy and freshness
- It creates a culture of dependence (on their parents, on their peers, on public assistance)
  - Economically
  - Socially

What can they do to get engaged?
- Volunteerism
- Internships
- Be exposed to job search skills (even as early as high school)
- Explore entrepreneurship
- Explore access to short term career training
- Explore the "freelance economy" by encourage development of specific skills (trades, professional)
- Stay empowered: support systems help build confidence
- Manage expectation about the current job market
  - Tight job market
  - Modest salaries
  - Lack of benefits

What Needs to Happen Next?
- Create a LinkedIn discussion group for 20-30 year olds
- Establish a Creative Monmouth Local Entrepreneurship Program
- Facilitate networking
- Create an app
- Create a job driven version of the 3/50 concept, where every business person connects to 3 job seekers a month
- Outreach to this group via:
  - Religious groups
  - Community centers
  - High schools
  - Coffee shops (Starbucks)
  - Supermarkets
  - Unemployment Office
  - On-line
  - Pubs/Bars
  - Library
  - Gyms (Retro, WOW!)
  - Beach
SESSION #19: Communication Gap: School, Home, Community, Kids

Initiator: Yvette Williams

Participants: Vickie J Snoy, Bill Pappalardo, Andrea Rosenfeld, Yuhmin Hwang, Pat Hutchinson, Maria Wojcuchowski, Marcia Blackwell

Summary Highlights:

- Caregivers, students and school roles & responsibilities
- School placement: regular education, self contained, resource room, alternative, vocational, tech vocational...
- Support Groups
- PTA participation
- Communication techniques: internet, emailing, texting, weekly phone calls, teacher conferences and communication log book.
- Volunteering at school

What Needs to Happen Next?

- Caregivers, students and schools need to be educated regarding child and family needs.
- Caregivers need to be educated on IEP and 504 plan.
- Caregivers should attend support groups.
- Schools should create resource room for caregivers.
- PTA should merge together to help address caregivers needs.
- Schools and caregivers should work together to create a plan of action to seek financial support from local organizations.
- Caregivers and school should communicate effectively using all technology available and appropriate for the family: example emailing, texting, frequent phone calls, reward charts and/or communication log book.
- Remove property tax from schools.
- Decreasing classroom size.
- Offering additional special education programs.
- Training teachers regarding child's needs.
- Caregivers can volunteer at school.
SESSION #20: Reviving "Main Street" in small towns

Initiator: Vickie J. Snoy

Participants: Margaret Mass, Bill Pappalardo, Debi Holliday, Jason Greenspan, Amy Fitzgerald, Marcia Blackwell, Wendy Liscow, Kerry Buckman, Alison Hayes

Summary Highlights:

- New Jersey has a program specifically for this purpose
- Special Improvement Districts (SIDs) - property owners pay assessment based on value; assessed and collected by municipality but can only be used for improvements in defined area; usually reps of those paying in have say in how used
- Need to define small town - are we talking a Keyport (no need for a national retailer) or Red Bank with Tiffany's or a GAP
- Regional Main Streets vs a vis local Main Streets
- Transit-oriented development often (always?) includes street-scaping and and lighting
- To have a Main Street, you need a meeting place. It can be a piazza, a park, a church, a coffee shop. Most Main Streets also have theaters and arts and culture
- Parking lot (side) issue: safety
- What will bring people to Main Street?
  - professional offices
  - eateries
  - culture and arts
  - keeping stores open late when those who work can shop
- Must get residents to buy in to their towns (3-50 Project)
- Educate residents as to alternatives to Big Box stores (stationers, hardware store)
- Local ordinances can control too many of one types of store, promote diversity
- Co-op approach to businesses with co-ops being incubators for stand-alone retailers
- Creating incentives for stores to stay open late
- Importance of traffic flow and traffic patterns. Better to be on or off main route?
- Way finding
- How get grass roots efforts for revival of Main Street started? First stop should be local government. Every town has master plan and may need to be reviewed at least once a year. Can be somewhat a mystery as only need to run legal notice
- Foot traffic promoted by having town hall on Main Street. Need entertainment and gathering places
- Ask successful retailers what keeps them here
- So many codes to meet when putting in a business. May speak ice cream or manicures but may not speak code compliance
SESSION #21: Incorporating the "Left-outs" into Our Worlds

Initiator: Kathy Collins

Participants: Sr. Debbie Drago, Alison Hayes, Rosa Trinidad-Nedd, Kathleen Bellsao, Catherine Clark, Ginger Mulligan, Kerry Buckman, Aquisha Nedd-Espinal, Rachel Van Hazinga, Sheilagh Casey, Lori Hohenleitner, Roseann Weber, Sandy Taylor, Courtney Perez, Robbie Trocchia, Eileen Moon, Marcia Shiffman, Eileen Higgen, Dan Smith, Lori Ersolmaz, Lee Beaumont, Mary Eileen Fouratt, Barbara Reid

Summary Highlights:

- What do we lose when we leave groups/people out
- Who/How left out?
- Examples - the disabled and transportation; the poor and transportation; prisoners on re-entry and jobs; abused kids and services; no second chances in our society - "No Tolerance" policies
- Why:
- Examples: no breaching boundaries due to fear;
- the "Haves" do not know/do not want to know about the "Have-Not"s (don't waste any energy on those who do not want to know.); no opportunities - ways to get Left-outs to shut up

What Needs to Happen Next?

- Admit own fear and deal with it - forgive self and have courage to breach a boundary
- Expect programs to work and give loud feedback to funders when they don't
- Bring "Community" to those left out, e.g. art, theatre, service
- Recognize opportunity - Left outs may not be invested in the status quo and will see new opportunities - give them credibility
- Have honest dialogue/real conversation with them: where, when, how to have this dialogue? Let them tell us. There are those willing to be honest. Ask them "What happened to you?" rather than "What's wrong with you?" Hear their story and you will understand. Rather than diagnosing and offering your idea of fixing and help. (The Sanctuary Model) Tell your story.....Use art to get the story told, esp. for kids. Use theatre to help them hear their own story, esp. for the traumatized.
- Get the conversation started with a format like Open Space! Organized by the left-outs with the in crowd. Left-outs have a special way of seeing, of perspective.
- Identify programs that work!!! (and those that don't but we keep doing) For Example: Violence Prevention; Dharma Mindfullness for prisoners. The Sanctuary Model for mental health and trauma.
- Open Space for dialogue and boundary breaching community.
- The Family Success Movement for community-organizing by the left-out community for themselves. (Ask convener who brought these up.)
- Ask the big question: Do they want to be "in?" and what do they want to be part of? What are their priorities? and how do we establish processes to really address their priorities and really address their grievances? "Resolve the Pain Body" - meister Eckhart
- Practice civility everywhere we go.
SESSION #22: Collaboration-Reference-Gamification Venture

Initiator: Jerome Scriptunas

Participants: Barbara Reid, Lori Ersolmaz, Pam Marvin, Colleen Meyer, Jay Brandwein, Cheryl Cummings, Yuhmin Hwang, Lee Beaumont, Kevin Karol, Aquisha Nedd-Espinal

Summary Highlights:

Collaboration Tools to continue the networking and work started in the Creative Monmouth sessions: (Most of the need in the area we think can be accomplished by using existing tools, sharing lessons learned, and helping each other learn).

- Compare and contrast available tools (FB, LinkedIn, Google Apps, etc).
- Have teams share what works for them.
- What are the issues we struggle with?
- Need suggestions on project tracking tools
- Content Management Systems (CMS)
- Good ways to manage, administer, keep current-accurate-complete.
- Share lessons learned
- Network with experts, tutors, coach-mentors, technical assistance.

Brokerage, Seeker-Solver model, Compassionate Community

Locative Media: value in real-time person-to-person-to-event-to-resource connections.

Gamification, “Made in Monmouth”, credits for referrals, “frequent contributor”.

The concept of gamification is used to influence behavior based on gaming-reward models that have the potential to target areas between extrinsic-intrinsic motivations. This area can be the engine to drive a new application involving brokerage and investment in “Made in Monmouth.” This area involves most planning, investment, and vetting-testing. This area calls for further discussion.

Venture: can Creative NJ and-or State of NJ, sponsor the development of a platform of tools to assist Creative NJ/Monmouth/etc. session teams to accomplish more, faster.

Resources:

- Smart Phone Apps: Where, Inc. and iFind Places (DSS)
- Community Weaving, http://www.communityweaving.org
- MRN, http://www.monmouthresoucenet.org
- BSN, Barter Services Network model, Allison Hayes.
- Pinterest

What Needs to Happen Next?

- Collaboration
o Share what's working.

- **MonmouthResourceNet**
  - “Make Sure You Update” link for those who know that something has changed. The message would go to the admin contact for the specific resource
  - Bring together a sample group to give feedback on usage.
  - For rapid prototyping create a facade of the design with presentation software.
  - Use IP address tracking to automatically update address for location-based resources.

- **Seeker-Solver, timebanking application**
  - TBD

- **Gamification**
  - Further discussion

- **Locative Media**
  - TBD

- **Venture**
  - Collaborate with upcoming Creative convenings in other counties.

Please review and add comments, clarification, refinement.
SESSION #23: Community College - Focal Point in the County

Initiator: Jerry Kaplan

Participants: Bill Pappalardo, Cheryl Cummings, Kathy Donnelly, Debi Holliday, Claudia Lucey, Maria Wojciechowski, Donna Coulson, Darrel Willis, Kevin Karol, Debi Holliday

Summary Highlights:

- "Boots on the Ground" linking business/education (NJASBO) to use community college (Mercer CC model)
- Focus of community varies by county
- Communiversity is a strength at BCC not just Lincroft, SBC, Relationship w/ 4-year college; connection to business
- Group of kids/students
- See Comcast channel 21 - TV
- New BCC Presidents starts 7/1/12
- Business link for 18 years olds who don't want college - alternative to tech training
- Early bird visit Apr/May for BCC need mentorship for 2-year terminal degree
- Workforce development - not just 18 => older adults to reinvent yourself - help people create new careers.
- Also youth-what to do w/ my life work
- Summer camps - the arts - for teens - creative writing for middle schools $400/2wks.
- Jr. college vs. community college - learning basicss wither 18 or 68. Route to college as a place to learn.
- Business can't find skilled people. How can community college help? Develop skills needed by business.
- Focus on business & education.
- Show biz - create a biz training center. Has SBA center but training people for jobs/economic development.
- Identify local people as presenters. e.g. retail window decorating.
- NJ Department of Labor - outsource to community college
- New president for Brookdale - to meet with her to present suggestions for increased utilization of BCC resources for community needs.
- Bio fuels/innovation = could BCC be involved?
- BCC surveys - to be the voice of community. Use Survey Monkey to partner with employers

What Needs to Happen Next?

- Set up committee meeting with new president re workforce development - make it brief and highlights
Action Plan #1: NJ News Service

Initiator: Lisa Cureton

Participants: Sandy Taylor, Eileen Moon, Jay Brandwein, Sheilagh Casey, Debi Holliday

Summary Highlights:

- Get support from other media outlets in surrounding urban centers
- Brookdale creating a news institute
- Building a news archive for New Jersey
- What are the policy issues that get funding for the purposes of collecting information
- Who is being served by having a NJ news service and who is being served by not having a NJ news service
- Use video clips from news stories to place on website and feed to twitter feeds
- Local AOL patch sites do not have local advertisers
- Charities are more popular for funding
- Connecting to individual donor

What Needs to Happen Next?

- Another discussion with a larger group needs to happen next
**Action Plan #2: Design/build MC emergency pod**

**Initiator:**

**Participants:**

---

**Summary Highlights:**

More to come...

This self contained, indefinitely deployable, modular unit would contain sustainable low/no cost technologies for disaster relief.

Its design and construction would:

- enable future entrepreneurs to gain experience in emerging technology,
- expose code officials and residents to these technologies so they are more comfortable with their use,
- provide stand alone services for temporary venues (fairs, festivals, concerts etc)
- provide rapid response disaster relief as MC experiences more severe storms and flooding.

The design competition could be used to spur thinking about this concept.
Action Plan #3: "Super" Monmouth 2013

Initiator: Cheryl Cummings

Participants: Barb Youchan, Pat Hutchinson, Darrell Willis, Jim Hickey, Vaune Peck, Barbara Reid, Debi Holliday, Kathy Donnelly, Maria Wojciechowski, Claudia Lucey, Jennifer Lieberman, Stan Green, Jeanne De Young, Andrea Rosenfeld

Summary Highlights:

- Align initiatives to brand the Monmouth Corridor to include people and services
- Beginning in January MC Tourism attends tourism and visitors conferences.
- How to benefit from 2014 SUPER BOWL 85,000 attendees @ Superbowl 250,000 visitors expected in region
- Promote locally and regionally; social networking, highlight service organizations, retired seniors and youth volunteers, MC Park Systems, Faith Organizations,
- Brand MoCo @ the state level
- Al Kelly Committee chair for Super Bowl related events
- Superbowl stakeholders Committee
- Puppy Bowl as an alternative focus
- Football themed Plays
- Tailgate Parties
- Sport Themed Art Exhibits
- Attractive events for local community
- Invite local/NJ football celebrities to signings; Joe Kleko Freehold, Miles Austin, Phil Villianipano Rumson
- Football gear fashion show
- Super Bowl pool fundraiser
- Get into to sportswriters, travel writers, hotels, hospitality organizations, NJ Monthly, July 1st NJ Tourism moves to NJSEA
- Transportation from airport - hotels- Meadowlands get hotels on board with shuttles to destinations
- Meadowlands Tourism - MLCVB coordinate efforts
- Distinguish Monmouth County from others
- Lakewood Blue Claws involvement
- Lombardi Trophy - Middletown connection
- Photo Exhibits (Jim Reme, MU)
- Have athletic equipment donations set up with Family & Children's Services for 'needs' districts by hosted events
- Tailgate parties collect donations for local charities of choice
Action Plan #4: Online Tool as a Collaborative Resource

Initiator: Marcia Blackwell

Participants: Yvette Williams, Lori Hohenleitner, Michael Redpath, Jerome Scriptunas, Kathy Collins, Larry Sternbach

Summary Highlights:

- There is a need for an online tool to foster collaboration, dispel the myths/fears of collaboration, solve problems and to share needs and offer resources.
- It would serve the following areas, marketplace, learning resources, networking, facilitators, shared stories, notice board and jobs board. Practical tools for success.
- Content would be provided by the users and the steering committee.
- This online tool would be used by charitable organizations in Monmouth County. We want to keep the tool geography based so the needs and services are readily accessible.
- The Tool/online community would be mostly self managed – but also have a steering committee.
- The online tool and community could be hosted/managed by an organization like MODC, a consortium of funders or a College/University.
- The success of the Online Tool will be measured by the number of users and their comments.
- Jerome S. at Monmouth Cares has agreed to put together a small group of volunteers to develop a mock-up/prototype of the site which will be sent around to various stake holders to see if this is a viable project we should continue to pursue. This Tool can then be incorporated into the proposed MOCO Skin/website if it is found appropriate.
Action Plan #5: How do we build the needed infrastructure to sustain the energy and implement the multiple ideas that were suggested over the two day Creative Monmouth call to collaboration?

Initiator: Wendy Liscow

Participants: Yvette Williams, Lori Hohenleitner, Michael Redpath, Jerome Scriptunas, Kathy Collins, Larry Sternbach

Summary Highlights:

At first the group felt that we needed to fundraise to help build the capacity, perhaps hire more staff of one lead group to organize the effort. We discussed how difficult it is to raise new funds when in this economy “Flat funding is the new up.” We felt that the excitement and energy created at the Call to Collaboration should not to be squandered on fundraising activities, but that the energy should go into the work itself. It became clear that the Creative Monmouth was not about building one leader, but to build many leaders. If this we are going to collectively build a thriving county through creativity and innovation we will all need to play a part. So we reframed the question to ask:

How do we support mutual ownership and sharing of the effort? If you have an idea, you can not wait for someone else to implement it. You must take responsibility to figure out how to make it happen.

We discussed that to be successful we needed to also expand the circle of people involved in the nascent movement. Bring more people into the fold.

- ALL boats need to be lifted. Which boats need to be lifted:

  - Local business. And we can do it through replicating the national 350 Project throughout Monmouth. The 350 Project is spending $50 at 3 local businesses every month.

  - Tourism: Attracting new audiences/patrons to the county.

  - Communities: We also have to strengthen the communities in which people live. Build local pride and community participation.

  - Government: There was concern that Freeholders and mayors might not see themselves in this effort. That we couldn’t convince them of the importance. In the end, we realized we should practice the policy of “attraction” not worry about “promotion.” In other words, build a strong grassroots movement that they won’t be able to ignore.

We did a planning backwards exercise: What would Creative Monmouth BE and what would Creative Monmouth members report about their ACTIONS when they come to the January 2014 statewide Call to Action gathering of all the communities that participated in the Creative Communities movement?

One general answer was: Creative Monmouth (or perhaps it will be called Creative MOTO) will be a dynamic and diverse group of community members. They would be building new cross-sector collaborations solving major community challenges and be the envy of all other communities.

The group decided that even if we were to move the movement forward through major group effort, we needed a process to achieve it. So we came up with a challenge:
**The Challenge:**

Every participant in the Creative Monmouth Call to Collaboration should join with another participant or two and ask others who did not participate and commit to trying a mini open space conversation. It could be a simple meeting with 10 people around the original question “How can Creativity and Innovation help Monmouth County Continue to Thrive?” Or something more targeted.

We could use the webinar in June to have participants share their ideas for how they might implement this idea and answer questions on how to move forward with the conversations. Future webinars would provide opportunities for people to share what they have accomplished and learned. These learnings could also be recorded on the website.

3:3:3:

Another tactic to help build on and spread the excitement of what occurred at the call to collaboration was the 3:3:3 Outreach. Every participant should

1. Reach out to 3 people they met during the two days of the call to collaboration who you thought was cool but you didn’t get to talk to enough and get together.
2. Reach out to three people who didn’t participate and tell them about the event, and
3. Think of three actions and implement them…anything from the 350 project to holding three convenings or posting 3 creativity related articles on Creative New Jersey’s facebook page.

How do we share this with others

How do we do this in more communities.
But we whiwe included in the effort. How do we convert what makes a successful project and yields a successful outcome:

Innovations
New way of using technology

a. to work on all the ideas.
Action Plan #6: Monmouth Tourism App

Initiator: Bill Pappalardo

Participants: Kerry Buckman, Kelly Barratt, Courtney Perez, Mary Nielsen, Kevin Karol, Jerry Kaplan, Tammy Laverty, Joe Barris – Bumblebee, Lori Ersolmaz – Bumblebee

Highlights & Key Points

1. Structural Development; Developing the framework of an App
   a. Organization of APP site and info
   b. Web design
   c. Programmer
   d. Presentation
   e. Skins
   f. Tabs
   g. Options
   h. Quality of presentation
   i. QR codes
   j. Partner (patch profiles)

2. Content Development; Why am I using this App
   a. POI – Points of Interest
   b. Event calendar similar to TKTS (integrate other MoCo web calendars)
   c. Links on associated web pages (interconnect with MoCo web sites)
   d. Suggest Scenic Routes / GPS initiated
   e. Informationally inclusive of;
      i. Arts
      ii. Culture
      iii. History
      iv. Institutions
      v. Support services
      vi. Social services
      vii. Etc
   f. Backbone and cross-scripting;
      i. Locative media w/push content
      ii. Links to relative/relevant stories
      iii. Links to relative/relevant history
      iv. Etc

3. Basic Framework A; Piggybacking multiple sites
   a. Site resources
   b. Single skin drilling down through tabs
   c. User experience
   d. How does it unfold (drilling down)
   e. Scalable
   f. Functionality
   g. Compatibility
      i. OS/Windows
      ii. Droid/Apple
h. Formatting
   i. Similar formats from town to town to reference similar info
i. Calendar / Visitor Center
j. Searchable
k. Visual

4. Basic Framework B; Don’t reinvent the wheel
   a. Teaming with other webs and review their content and/or APPs
      i. onlyoneredbank
      ii. Jerseyarts.com
      iii. MoCo Arts Council
   b. Use familiar formats like;
      i. Local scout
      ii. TKTS
      iii. Fandango

5. Branding the App (and MoCo)
   c. Coastal
d. Farming
e. Cities / Towns / Hamlets
f. Other interests
g. “more than the shore”
h. The MoCo Drink

6. Paying for all of this; MoCo Commerce
   a. Localized funding
      i. No Ad Space but QR Coding to MoCo business to provide coupons
      ii. The QR coding has a price in lieu of Ads
         1. GPS based
   b. Grants
      i. Engage a grant writer
      ii. Tap into each participating town to use some of their existing grant monies
      iii. Look to larger area commerce’s to provide direct funding
      iv. Foundations

What Happens Next?

- Draft 3 MoCo Creative NJ Members
- Draft 3 non Creative NJ experts in the field of APP and programming
- Develop the basic visual framework to understand the layers
- Develop the drink as our mascot; develop the branding

Draft Action Plan Topics #1 and #2

(Thx Tammy!!!)

MoCo:

1. Opening Screen
   a. Monmouth County beyond the beaches
   b. (Graphic illustration of county, divided in half: 2 buttons)
   c. West / East

2. Next Screen
a. Button 1: Town-specific? (radio button) yes/ no  
   i. if yes: the following drop down below  
   ii. Red Bank  
   iii. Ocean Grove  
   iv. Asbury Park.. etc  
b. Button 2: Choose your trail (drop down menu, choose 1):  
   i. The Arts  
   ii. History  
   iii. Nature/Parks  
   iv. Wine/Food  
   v. Family Fun  
c. Button 3: Choose your adventure (drop down menu, choose 1)  
   i. what's near me (location-based finder)  
   ii. view a list (hyperlinked to websites)  
   iii. local events (note: if they choose this option, you can link to an external website that already exists based on the above categories, i.e Monmouth Arts, Monmouth County Parks, etc.)  

3. Finally, you can offer deals and freebies to owners of this app, by sending push notification;  
a. i.e. "Use code FREECOFFEE2012 at No Joes today and get a free 12 oz coffee  
b. or having folks "check in" at location to earn points to be used toward stuff  
c. You can offer advertising to local businesses as well, like a rotating, nice-looking banner on the opening page, or something like that  
d. You could also allow people to leave local reviews