

Housing Sub Committee Meeting
First Meeting Minutes
12-6-07

Attendees

Tom Calhoon
Jim Andrews
John French
Cindy McDill
Carrie Roberson
Euodias Goza
Jerry Simmons
Shelley Loe

HOUSING COMMITTEE SHORT AND LONG TERM ACTION PLAN:

(Goals listed are abbreviated titles)

Short Term Goals (Focus on Goals 1 and 6):

Strategic Goal Number One-- Commission a comprehensive study.

Short term action steps for strategic goal number one:

1. Obtain funding for the needs study. This may be aided somewhat by studies previously done by groups like SACD and others, but we need to aggressively look for grant type funding for the needs study.
2. Obtain funding for a marketing study that builds upon the needs study results. This study should follow the needs study to have a base to work from, but may be something that is included with the original commissioning of the needs studies.
3. Promote the success we have already seen in the housing sector since this process began. Examples such as "The Gardens" and SACD's development "Somerset" need to be mentioned as often as possible to show the community is already behind the campaign for growth.

Strategic Goal Number Six-- Develop a program to educate homeowners and prospective homeowners.

1. Identify groups, organizations, or individuals willing to participate in the development of training for homeownership. Banks, Realtors, Abstractors, and

other housing related professionals should provide a pool of volunteers. However, sources of funding for training should also be explored, as well as the use of local educators too develop the curricula.

Long Term Goals:

Strategic Goal Number One--Commission a comprehensive study.

1. Implement a marketing plan based upon the results of the study commissioned. This may be marketing to retired people in other areas of the country, or the development of new areas of the county, with a focus on Degray Lake, the Ouachita and Caddo rivers, or other areas the study identifies.
2. Focus upon competition identified by the studies commissioned, and determine where we might develop competitive advantages. This will allow a greater potential for success if the target can be reduced to smaller groups, who show a greater propensity to need, or want our product.

Strategic Goal Number Six-- Develop a program to educate homeowners and prospective homeowners.

1. Develop a homeowner training program that is a model for other communities. This can be an ongoing process that continues programs that are well received, and drops those that are less successful.
2. Use the training programs developed to bring all the communities in Clark County closer together with one goal. Amity, Arkadelphia, Caddo Valley, Gurdon, and Okolona all need to be heavily involved in the education of potential homeowners, and show a solid and united purpose.