



# **CODY STRATEGIC DOING**

*January 29 & 30, 2020  
Community Review  
Phase II*

## **Cody Community Review**

*The city of Cody applied for a Community Review in late 2018 and were accepted for a 2019 Community Review. The Review took place October 14-16 and included community tours, paper and online surveys, multiple listening sessions, open houses, and a town hall meeting to report initial findings.*

*A Phase I report was presented to Cody in late December and can be found at: [https://www.wyomingbusiness.org/Uploads/DocumentLibrary/Rural/Community\\_Reviews/Cody%20Phase%20I%20Report.pdf](https://www.wyomingbusiness.org/Uploads/DocumentLibrary/Rural/Community_Reviews/Cody%20Phase%20I%20Report.pdf).*

*In January of 2020, Phase II of the Review began with a Strategic Doing workshop January 29 & 30, 2020, at the Cody Auditorium. This was an open invitation meeting. 86 people attended with about a dozen people stopping in for various portions of the workshop and several people attending both nights.*

*Twelve groups were formed between the two evenings around the priority themes out of the Review (Theme name and # of groups formed):*

*Air Service - 1*

*Amenities - 2*

*Housing - 1*

*Planned Growth - 1*

*Outdoor Recreation - 4*

*Workforce - 2*

*Year-Round Economy - 1*



# Strategic Doing™ Workshop

## What is Strategic Doing™?

Strategic Doing™ is an exciting new approach that helps local communities, regions, or organizations form the collaborations needed to address complex challenges. Instead of just talking about what can be done, this workshop will allow us to actually set doable goals that can be achieved in a short time period. Visit <https://youtu.be/Vqk1ibe9sDw>



Strategic Doing™ builds complex collaboration networks by helping groups answer four simple questions.

### TOPICS OF DISCUSSION

#### January 29

- Workforce
- Air Service
- Housing
- Amenities

#### January 30

- Year-round Economy
- Outdoor Recreation
- Planned Growth

For more information contact [kim.porter@wyo.gov](mailto:kim.porter@wyo.gov)



## **AIR SERVICE**

- *SPREAD THE WORD* - The group decided in order to get more airlines into Cody, possibly add another hub, we need to create the demand for more air service. In order to do that, we need to get the word out about Cody Yellowstone Regional Airport. This is a Cody/Big Horn Basin effort and very grassroots.

## **AMENITIES -1**

- *PROJECT POSITIVITY* – A grassroots effort to develop a positive, upbeat culture within the community that would allow a more optimistic look at all potential amenity projects. (This project enables all others.) Host periodic public events where people from throughout the community have an opportunity to answer the question, “What Does Cody Mean to Me?”

## **AMENITIES -2**

- *COMMUNITY CALENDAR* - Starting with a feasibility study, the group will research calendars in other communities as well as our own to see what already exists and what works well. From there, they will look into the costs of building and maintaining a website, what they want the system of information flow to look like, and how the ongoing management/operation of that calendar looks.

## **STRATEGIC DOING**

Seven major themes came out of the **Cody Community Review: Scouting the Future.** (Phase I)

Phase II incorporates Strategic Doing:

- *Strategic Doing is a strategy discipline designed for open, loosely connected networks*
- *Strategic Doing enables people to form action-oriented collaborations quickly, move them toward measurable outcomes, and adjust along the way.*
- *Instead of talking about what can be done, these workshops helped local citizens (50 EACH night!) set doable goals that can be achieved in a short time period.*
- *Three members of the Review State Team returned to work with the community groups.*

## **HOUSING**

- ▶ *DATA EXPLORATION - Housing is a large topic to tackle so the group is starting at a very basic building block step of inquiry to guide them forward.*

*Members will meet in 30 days to look at what data already exists related to housing markets, zoning, types and number of building permits issued, building costs, market research on where Cody may have need, etc. The goal is to see what, if any, gaps are out there related to housing regarding multi-family, rentals, affordable, business, etc. Each member will bring the most current data to the meeting as it relates to their areas of expertise and then they may break into smaller groups as needed to look at those gaps or options to fill the gaps and address the many issues facing housing choices in Cody.*

## **OUTDOOR REC-1**

- ▶ *STEWARDSHIP GROUP – Collect information about existing outdoor groups from Trout Unlimited to snowmobile associations and nonmotorized users. The ultimate goal is to form a clearinghouse of information and a central group focused on all outdoor recreation opportunities in the region, pooling resources for volunteers, funding, etc.*

## **OUTDOOR REC-2**

- ▶ *OUTDOOR REC PORTAL – Similar to group 1, this group is interested in a centralized location of information to create opportunities to advertise and fundraise for outdoor recreation and create more awareness in the community.*

### **Common Themes & Collaboration**

*While these two groups have very similar ideas, their action plan and direction are different. It will be recommended they keep each other informed so no duplication happens or form one group.*

### **OUTDOOR REC-3**

- ▶ *MAPPING OPPORTUNITIES* – Information is power, and this group will collect data with the goal of creating a multi-media resource for trails and other outdoor opportunities in the region. They will focus on the North Fork corridor and look at the existing places for access for outdoor recreation opportunities (camping, trails, fishing, boating, etc.) by agency and create a library where people can locate information easily. Intentions are to make info available in print, digital download, and as an audible guide with the ultimate goal to encourage responsible use of public lands and increase engagement with locals and visitors alike.

### **OUTDOOR REC-4**

- ▶ *ULTRA BIATHLON EVENT* – With the goal of creating an annual event in the Sunlight/Crandall areas of the Shoshone National Forest, this group is looking into permitting, trail conditions and other concerns to prepare for a pilot event next year in order to draw more outdoor rec enthusiasts to spend time and money in Cody.

### **PLANNED GROWTH**

- ▶ *IDENTITY* – This group had a very in-depth discussion about what “Western Charm” means and they decided to focus their initial efforts on identifying talking points and developing a platform that would facilitate recruitment of diverse stakeholders to uncover Cody’s “Identity.” This work could help affect future planning efforts as well as marketing and promotion of the community as a whole.

## **WORKFORCE -1**

- ▶ **COMMUNICATION PLAN** – Engage a broad group of partners by developing a communications plan that would increase education and Public/Private partnerships.



## **WORKFORCE -2**

- ▶ **FORM A LOCAL WORKFORCE COUNCIL** – This group could take on activities such as ongoing career fairs, training opportunities, and advisory roles with existing agencies/entities. They will target initial work on identifying existing resources and groups focused on these tasks as well as locating a potential umbrella organization.



## **YEAR-ROUND ECONOMY**

- ▶ **LEARN FROM EXISTING BUSINESSES** - Create a survey that asks, “What are the skills needed year-round?” The group will then explore how to develop those skills so that businesses can have access to quality employees all the time. This would help business growth and expansion. The group will start with the hospitality industry and collect data to determine what steps could be taken to help grow programs to support those needs.

## Next Steps

*Each member of the groups formed will work at least one hour per month on a task they volunteered for to get them to their goals. Each group will then hold 30/30 meetings (30 minutes every 30 days) to talk about:*

- ▶ *What did the group learn (new insights)?*
- ▶ *Did anything not get done and does it still need to?*
- ▶ *Does the proposed course still make sense?*
- ▶ *What will each person do with 1 hour over the next 30 days?*

*Action takes place by members in between the meetings so that the meetings can be as productive and brief as possible. This is not holding meetings just to hold meetings!*

*Each group will be asked to prepare a simple and short Progress Report every three months.*

*As projects are accomplished, shorter Strategic Doing Workshops will be held to keep the momentum growing and introduce the process to new volunteers.*

*Wyoming Business Council staff, Kim Porter and Amy Quick, will be available to assist groups in their initial 30/30 meetings in order build capacity so the groups can become autonomous, stay on task, and maintain momentum going forward.*

*Community members who were unable to attend the Strategic Doing workshops but would like to engage in one of the groups/themes should contact Amy Quick at [amy.quick@wyo.gov](mailto:amy.quick@wyo.gov) for details on how to get involved.*

## 30/30 Meeting Schedule

<i>Air Service</i>	<i>3/4/20</i>	<i>4:00 pm</i>	<i>Robin's Nest Bed &amp; Breakfast</i>
<i>Amenities 1</i>	<i>2/25/20</i>	<i>5:00 pm</i>	<i>Bank of the West (back door upstairs)</i>
<i>Amenities 2</i>	<i>2/25/20</i>	<i>5:15 pm</i>	<i>1371 Sheridan Avenue</i>
<i>Housing</i>	<i>TBD</i>	<i>TBD</i>	<i>Richard Realty, 927 Cody</i>
<i>Outdoor Rec 1</i>	<i>2/25/20</i>	<i>6:00 pm</i>	<i>Library</i>
<i>Outdoor Rec 2</i>	<i>2/20/20</i>	<i>5:00 pm</i>	<i>WYOLD West Taproom</i>
<i>Outdoor Rec 3</i>	<i>TBD</i>	<i>TBD</i>	<i>TBD</i>
<i>Outdoor Rec 4</i>	<i>2/27/20</i>	<i>4:30 pm</i>	<i>Chamber Office</i>
<i>Planned Growth</i>	<i>2/21/20</i>	<i>2:00 pm</i>	<i>City Hall Conference Room</i>
<i>Workforce 1</i>	<i>3/2/20</i>	<i>12:30 pm</i>	<i>The Point Café, Library</i>
<i>Workforce 2</i>	<i>2/25/20</i>	<i>3:00 pm</i>	<i>Chamber Office</i>
<i>Year-Round Economy</i>	<i>3/4/20</i>	<i>5:00 pm</i>	<i>Cody Lodging Company</i>

*For more information or to get involved contact*

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*or*

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## **Other Opportunities (Discussed but not lost!)**

*These opportunities made the top 6, before each group found the most impactful and easy project they want to start with (the Pathfinder Project). Other ideas were captured and will be recorded.*

### *Air Service*

- *Research other airports and compare how they market and recruit airlines*
- *New airport that allows radar landing and tower control – High density GPS*

### *Amenities*

- *Pathways/walkways connections*
- *Events center/civic center*
- *Restaurant/dining*
- *Outdoor/indoor center*
- *Health/wellness*
- *Public transportation*
- *Better promotion of local events*
- *Community streamlined notifications/invites*
- *Round table – meet w/ organizers for festivals and concerts in the park – what do they have?*
- *Central community calendar*
- *Central digital marquee*
- *App – local round tables.*

### *Housing*

- *Collaboration – education for putting buyers together with real estate professionals*
- *Understanding of demand from RE professionals*
- *Employee Housing Partnerships*
- *Exploring alternative housing (economic) options*
- *Identify available land/zoning for housing*

### *Outdoor Recreation*

- *Social media outreach*
- *Community service projects to community and raise awareness*
- *Unite groups, tech platform*
- *Access/Infrastructure – trails, H2O access, intown paths, habitat improvement, maintain existing opportunities*
- *Funding – partnerships, grants, community fundraising, federal funds, etc.*
- *Toolbox for interacting with public land agencies*
- *Improve community connections to build better understanding of public land use*
- *Wayfinding, maps, GPS, to improve knowledge of access for public*
- *Work on river access*
- *Promote access and stewardship*

## **Other Opportunities (continued)**

### *Outdoor Recreation, Continued*

- ▶ *Identify a plan to develop river access for you/family/ groups and safe entry points.*
- ▶ *Increased use of Boy Scout Camp*
- ▶ *Hut to Hut system for hike, ski, ride*
- ▶ *New field station ed event*
- ▶ *Wilderness survival event at NWC*
- ▶ *Cody paved bike trails system*

### *Planned Growth*

- ▶ *Defining charm/character aesthetic community narratives*
- ▶ *Technology – smart cities*
- ▶ *Engage youth as stakeholders*
- ▶ *Bring in geographic info systems – tool not opportunity*
- ▶ *Address connectivity – create and encourage*
- ▶ *Framing Growth – including environmental, structure, technology*

### *Workforce*

- ▶ *Training – internships, job shadowing, mentorship, apprenticeships, etc.*
- ▶ *Education/outreach – career fairs, WF council, HR directors, school counselors, marketing platform*
- ▶ *Collaboration – shared space, small biz networking, pooled resources, etc.*
- ▶ *Financial – grants, scholarships, fundraising*
- ▶ *Public private partnerships for training*
- ▶ *Education of community/awareness*
- ▶ *Work with employers – what works what doesn't*

### *Year-Round Economy*

- ▶ *Shop/buy local – increase vibrancy of existing*
- ▶ *Grow what's here*
- ▶ *Skill-talent development (rather than recruit)*
- ▶ *Convention/Event Center*
- ▶ *Diversification of businesses – energy/ag/tourism*
- ▶ *Business Education to encourage growth*