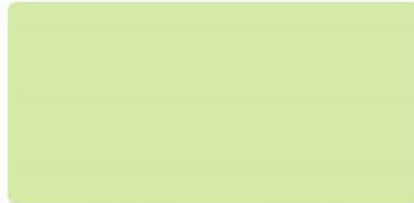
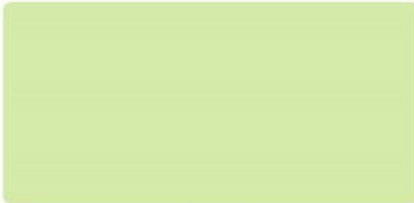




LOCAL FOODS, LOCAL PLACES

Technical Assistance Program



Local Foods, Local Places Community Action Plan for McComb, Ohio

October 2017



For more information about Local Foods, Local Places visit:

<https://www.epa.gov/smartgrowth/local-foods-local-places>

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Community Story

With a humble, 18 lot beginning, a small town, once known as Pleasantville, was officially incorporated in 1858 with a new name, the Village of McComb. That small town, with 400 residents in 1872, grew to a population of approximately 1,650 residents in 2016.^{1,2}

During the 1950's, downtown McComb was occupied by many locally owned businesses. During the 1960's and 1970's, many of those businesses felt the pressure of newly built big box stores located within 15 miles of McComb and soon closed their doors. The Bennetts, a local family and owners of the former Diller Furniture, started in 1906, saw opportunity at that time and began buying closed storefronts. The renamed Bennett's Furniture soon occupied 80 percent of McComb's downtown, 16 buildings in total. Years later, McComb's economy suffered due to the 2008 recession, and in 2013, Bennett's Furniture closed, leaving all buildings vacant.

These historic, and now unoccupied, buildings need business owners to maintain and rebuild the downtown area. This is a challenge as many potential business owners are concerned with lack of foot traffic and resulting inconsistent customer base. Changing the mindset of residents and potential clientele to encourage local shopping, dining, and other downtown activities is also a related challenge.³

Supporting local businesses also includes local food systems. Currently, McComb has just one grocery retail location making healthy foods difficult to access. From a health standpoint, the rate of obesity in McComb (29.9 percent) is comparable to that of Ohio (30.2 percent). Additionally, McComb's rate of diabetes (10.4 percent) is also comparable to the state (10.1 percent). McComb's poverty rate is lower than the



Figure 1—Village of McComb corporation limit and welcome sign. Image credit: EPA



Figure 2—Historic mural in downtown McComb. Image credit: EPA



Figure 3—LFLP tour of Main Street. Image credit: Renaissance Planning

¹ The Village of McComb. "Experience our rich history." <http://villageofmccomboh.gov/about-us/history>.

² Healthy Food Access Portal Mapping Tool, <http://www.healthyfoodaccess.org/get-started/research-your-community>.


³ Information taken from the Village of McComb, Local Foods, Local Places application.

state of Ohio's—15.9 percent versus the state's 11.5 percent.⁴ Specific to food access, the rate of food insecurity in Hancock County is 13.7 percent compared to the 16.9 percent Ohio average.⁵ Other data collected on McComb and the region are available in **Appendix A**.

In 2015, the McComb region received the Community Heart & Soul grant from the Findlay-Hancock County Community Foundation and training materials and advisors from the Orton Family Foundation.⁶ This community planning project supported community outreach, meetings, and planning, resulting in a community action plan. This process helped McComb residents identify some key ideas for the future, including more restaurants, more business and industry, a community center, and drinking fountains. The Heart and Soul values statements are shown in Figure 4.⁷

The goals laid out by this process involved the entire community in making decisions that will best shape McComb for future generations, while maintaining the values important to the community. Heart and Soul was a broad community planning project that helped identify some additional opportunities to develop the community through local food.

With these initiatives in mind, the involvement of the local agricultural community will be key in bringing more people to the downtown area. The various vegetable farms, gardeners, and beekeepers in the region are identified as champions for the greenhouse project, the farmers market, and the enhancement of a local church's community garden. Additionally, many organizations and agencies in the village of McComb are responding to the economic conditions and the poor health outcomes of many residents by increasing access to fresh, healthy food and making local food part of the community's economic and community development strategies.



Heart and Soul Statements









-  We support and value the public safety agencies of our community which ensure our safety and quality of life.
-  We treasure being a small community that offers the benefits of a clean environment, a rich agriculture heritage, and a friendly and caring atmosphere.
-  We value our local businesses, industries, and other entities which create jobs that support the school, public safety agencies, and community services.
-  We value and support our parks which provide a place for family and community events and recreational activities that improve physical fitness and encourage social interaction.
-  We value our churches whose people are caring, accepting, and committed to service. They promote togetherness and enrich the spiritual lives of people in the community.
-  We value our tradition of athletic programs which instill a sense of discipline and teamwork, creating support within the community.
-  We value our school system which promotes scholarship, integrity, service and leadership, developing a foundation for the future success of our youth and community.
-  We value our library as an integral asset to our community because it provides area citizens with access to various resources and activities that serve their educational, cultural and recreational needs.

Figure 4 –McComb region Heart and Soul community statements.



Figure 5 –Panorama of McComb Village Park as viewed from the reservoir. Image credit: Renaissance Planning

⁴ Healthy Food Access Portal Mapping Tool, <http://www.healthyfoodaccess.org/get-started/research-your-community>.

⁵ Feeding America Map the Meal Gap, <http://map.feedingamerica.org/county/2013/overall>

⁶ McComb Region Heart and Soul, <http://www.mccombregionheartandsoul.com/what-we-do.html>

⁷ McComb Region Heart and Soul <http://www.mccombregionheartandsoul.com/what-we-do.html>

In 2016, McComb requested assistance through the Local Foods, Local Places program to develop an action plan for promoting local food systems and healthy, walkable, economically vibrant communities. The goals of the Local Foods, Local Places program are to create:

- More economic opportunities for local farmers and businesses.
- Better access to healthy, local food, especially among disadvantaged groups.
- Revitalized downtowns, main streets, and neighborhoods.

The Local Foods, Local Places program is supported by the U.S. Environmental Protection Agency, the U.S. Department of Agriculture (USDA), the U.S. Department of Transportation, the Centers for Disease Control and Prevention, the Appalachian Regional Commission, and the Delta Regional Authority. The Village of McComb was one of 24 communities across the United States selected to participate in the 2017 program.

A Local Foods, Local Places steering committee was formed in McComb in preparation for this technical assistance award and is comprised of a variety of community partners (see Figure 6). Prior to the Local Foods, Local Places process, these engaged stakeholders had already achieved numerous successes through the Heart and Soul process, including the formalization of the Economic Development Organization; receiving an AARP grant to install accessible playground equipment, benches, and walking trails at their local park; and community interviews and story-telling.

In their request for Local Foods, Local Places technical assistance, the McComb Economic Development Organization named better coordination among local and regional efforts, with specific attention on existing farmers, area churches, the schools, and local businesses. The hope for the outcome of this Local Foods, Local Places workshop was to bring together the community within the village of McComb school district to improve food access and economic development for all.

Over the course of the three planning calls and workshop discussions, the community's goals evolved from those in the initial request for technical assistance to the four shown later in this report, which

LOCAL FOODS, LOCAL PLACES STEERING COMMITTEE MEMBERS

- **Jon Hart**, Kalambach Feeds, Community member
- **Caroline Wasson**, McComb Economic Development and Heart and Soul
- **Carol Cary**, McComb Economic Development and Heart and Soul
- **Michelle Robles**, McComb Economic Development, Heart and Soul, and local farm owner
- **Joe Wasson**, McComb Economic Development and Heart and Soul

Figure 6 – LFLP steering committee



Figure 7—View of produce at Great Scot Grocery in McComb.
Image credit: Renaissance Planning

reflect the holistic, collaborative approach to community development already underway in McComb, Ohio. The remainder of this report and appendices document the engagement process, the workshop activities, and most importantly, the action plan and next steps for achieving the community’s goals.

Engagement

The technical assistance engagement process for Local Foods, Local Places has three phases, illustrated in Figure 8 below. The assessment phase consists of three preparation conference calls with the steering committee to establish the workshop goals, agenda, logistics, and stakeholder invitation lists. The convening phase includes the effort’s capstone event—a two-day workshop in the community. The next steps phase includes three follow up conference calls as well as process reporting and documentation.

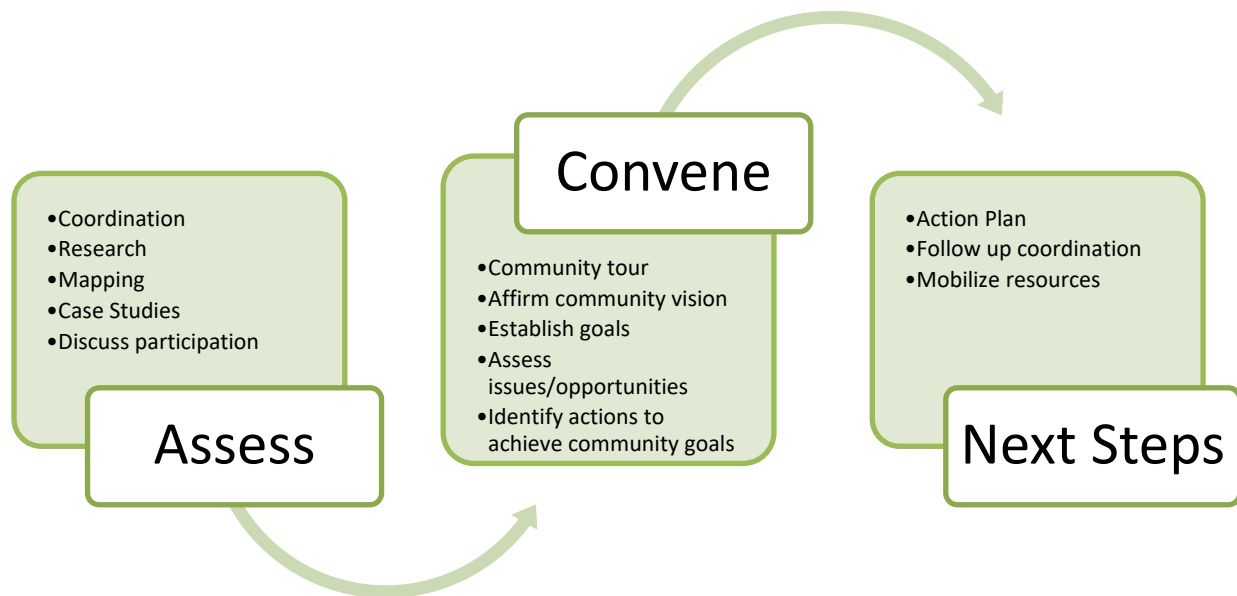


Figure 8 – Local Foods, Local Places Technical Assistance Process Diagram

The community workshop was held on September 21st and 22nd, 2017. It included a small lunch gathering with the steering committee members and regional, state, and federal partners; a tour of the community; and an evening community meeting at the Volunteer Fire Department in Downtown McComb on day 1. There was an action-planning session, also at the Volunteer Fire Department on day 2. The workshop was attended by key stakeholders, residents, and local leaders. The workshop sign-in sheets are provided in **Appendix B**.

Community Tour

The steering committee led the consultants and regional, state, and federal partners on a tour of key places and projects in the McComb area including McComb Village Park, the Great Scot Grocery, The McComb Emporium, Kayros Fine art studio, The Thrift Store, Tees Tees T-shirt printer, Primrose Flowers and Gifts, Main Street down to the Hearthside Food Solutions Factory (colloquially called “The Cookie Factory”), and several potential greenhouse and garden sites at the Church of Christ, Methodist Church, and School.

The tour provided an overview of the challenges and opportunities and allowed for informal discussions about the downtown and how to provide access to local foods. Several locations visited are shown in pictures here and in **Appendix C**.

Vision and Values

The first night of the workshop was attended by McComb residents and regional partners representing state and federal agencies. The evening started with Joe Wasson and Jon Hart, both members of the Local Foods Local Places steering committee, who welcomed the group and spoke about the Heart and Soul process and how it helped McComb move forward with the Local Foods, Local Places program. The consultant team introduced the program followed by stories from other communities working towards similar goals. The presentation led to discussion and questions about funding resources and ways to help improve access to local foods, e.g., through community gardening, processing kitchens, and restarting the farmers market.

After this discussion, Jon Hart outlined a greenhouse plan and gave updates on the planning process so far. Caroline Wasson gave an update about the AARP grant that is enabling them to install accessible playground equipment, a walking path, and benches at the Cloe Greiner Park. Community members and other attendees were then asked to share their thoughts on the future of McComb and locally sourced foods in their community. The sharing that resulted showed the optimism and strength of a close-knit community, as well as some of the opportunities that exist in McComb due to the rural nature of the village and the close-knit community there. During the next exercise, community members were asked to write on index cards their vision for success, challenges faced by the community, and opportunities and assets that can help to achieve success. Results of the two vision and values related exercises from the first evening's sessions are summarized in Figures 9 and the challenges and opportunities exercise results are in Figure 11. All the workshop exercise results are shown in full in **Appendix D**.

THIS I BELIEVE

About the future of McComb...

- It is equally rural and village.
- It is a hidden gem in northwest Ohio.
- We are hungry to unite together.
- We have resources that we don't realize.
- We have great people and town assets.
- It is a perfect place because we are all tied together.

About local food...

- We would love to shop local but don't have the opportunity.
- People are striving for healthier food and lifestyles.
- Local foods and gardens would be successful here.

Figure 9 – Community members and other attendees were asked to share their thoughts on the future of McComb and the future of locally sourced foods in their community.



Figure 10 – The Local Food Local Places steering committee leads a tour of downtown McComb. Image Credit: Renaissance Planning Group.

The first day concluded with a review of the workshop goals and discussion about the direction for action planning to follow the next day. These goals were further refined, evolving into those shown in the action plan implementation tables later in this report.

The second day of the workshop included presentations of case studies by the consultant team covering high-tunnel growing and partnership at Refresh Appalachia in Southern West Virginia; Sprouting Farms, a farmer training and resource center providing greenhouse growing space in Talcott, West Virginia; Garrett Growers, a farmer selling cooperative in Garrett County, Maryland; An incubator kitchen project in Burgaw, North Carolina; Williamson Community Garden and greenhouse project in Williamson, West Virginia; the Whitely County Farmers Market in Corbin, Kentucky; and other food system-related technical information.

Participants completed a mapping exercise, identifying food system and community assets and opportunities. Over the course of the exercise, participants shared ideas and information about programs and opportunities in the region. This mapping exercise was designed as a precursor to the action planning and to generate ideas and discussion. The mapping results are shown in **Appendix D**.

Action Plan

The culminating product of the workshop was a strategic action plan to guide implementation. The plan is organized around four goals and includes actions the participants brainstormed at the meeting and during follow up calls. The action plan matrix helps to clarify, prioritize, and define roles and responsibilities for moving forward. A list of funding resources (**Appendix E**) and references (**Appendix F**) are provided to aid the community in implementing the goals and ideas.

CHALLENGES AND OPPORTUNITIES

Our challenges are...

- Need for better messaging and outreach.
- Difficulty keeping momentum going.
- Volunteer burnout.
- Lack of financial resources.
- Missing representation of Hispanic community.
- Competition with nearby cities and large corporations.
- Lack of faith that change is possible.

Our opportunities are...

- A home town feel. "We can stay small and go BIG."
- Passionate people; strong civic groups, library, churches, and nonprofits.
- Quaint downtown, available multi-use space.
- Surrounding rich farmland.
- Great park with amenities and reservoir.
- Attractive place to live, close to urban areas but still rural.
- Major employer in town.
- Space available for greenhouses.

Figure 11 – Workshop participants shared thoughts on challenges and opportunities facing the community. The statements above are a sample of responses from this exercise.



Figure 12 – Potential site for a community garden adjacent to the McComb Church of Christ. Image Credit: Renaissance Planning

Goals:

1. Increase fresh and local food production in McComb through season extension and greenhouse production.
2. Support the relaunch of the McComb Farmers Market.
3. Develop stronger communication and outreach with the community.
4. Work to beautify, enliven, and promote the downtown to bring more people and residents downtown.

GOAL 1: Increase fresh and local food production in McComb through season extension and greenhouse production.

The creation and development of a well-managed greenhouse production project in McComb will serve to engage the local community in growing local food, create awareness around fresh foods, and produce a baseline of fresh foods to either be sold or donated in McComb. Developing a greenhouse plan and working with partners in the community to determine the best sites is a high priority as this goal has a tight timeline to install the greenhouses in time for spring planting. This goal is an important first step to re-launching the farmers market (Goal 2) as the lack of fresh produce and consistency of product has been a challenge. This goal will allow individuals and some farmer cooperatives to use indoor growing space to produce products for a longer season and sell and/or consume fresh vegetables locally.

The McComb steering committee is already working on this goal and has already begun conversations with potential landowners and partner sites in town. Jon Hart, a steering committee member, has also already approached a variety of individuals in town about starting a producer cooperative to run and operate these greenhouses. This cooperative would have an initial buy-in that would help the cooperative and group maintain and operate the greenhouses year-round and would provide an entity for selling the product at local markets.

Action 1.1: Determine a location for the greenhouses.

What this is and why it is important	The steering committee needs to identify and secure a location for the greenhouses this fall to ensure adequate construction and spring planting time. The location chosen needs to take into account the accessibility of sanitation and restrooms, liability requirements, visibility (both positive and negative), water access, and the likelihood of vandalism. Ideally, this site would be located in a place that multiple community members could access, for instance, students at the school, area farmers, potential youth organizations, etc. The team is looking at having two greenhouse sites in McComb. The Church of Christ did indicate that the greenhouse could fall under their policy if located on their site.
Measures of Success	Have agreements in place with the landowner(s). Have paperwork signed such as a Memorandum of Understanding or other lease agreement.
Timeframe	Have a location identified and in place by November 2017.
Taking the Lead	Jon Hart.

Action 1.1: Determine a location for the greenhouses.

Supporting Cast	Economic Development Organization, Heart and Soul team, Local Foods, Local Places steering committee, the school, churches in the community, town grocery store.
Costs/Resources Needed	Time spent by Jon Hart to forge the landowner relationships. Several community sites have already been identified including the school, park, and area churches.
Possible Funding Sources	N/A unless a landowner requires cash rent.

Action 1.2: Create an operations and management plan for greenhouses.

What this is and why it is important	This action involves developing an operations, management, and funding plan for the greenhouses. The team needs to create a management plan for both proposed sites. It is important to create a management plan for each site to ensure adequate upkeep, operations, and that the site is used intentionally and sustainably. Additionally, a funding and financial management plan for the greenhouse sites is important to ensure that the project will be financially sustainable.
Measures of Success	A peer-reviewed document, 3 pages or less, back from the Local Foods, Local Places steering committee and any other engaged community members. This action will be complete when a final shared management plan document is sent to the group.
Timeframe	Draft plan will be completed by November 2018. The final draft will be sent out as soon as possible following group feedback.
Taking the Lead	Jon Hart.
Supporting Cast	Local Foods, Local Places steering committee, Economic Development Organization, Heart and Soul team, City Council, churches, school.
Costs/Resources Needed	Time, no costs.
Possible Funding Sources	N/A

Action 1.3: Create a greenhouse construction plan and complete construction.

What this is and why it is important	This action begins with an assessment of whether or not the group should hire an outside crew to construct the greenhouses, or if a volunteer or community event would be able to safely construct the greenhouses. This involves pricing the potential greenhouses, becoming familiar with the steps to construct the greenhouse, and researching the cost of hiring someone to construct them. Once a decision has been made, the team needs to facilitate the construction of the greenhouses so that they are finished by early spring.
Measures of Success	If both greenhouse sites are ready for planting by late February/early March 2018.

Action 1.3: Create a greenhouse construction plan and complete construction.	
Timeframe	Construction assessment, Fall 2017; construction completed by February or March 2018.
Taking the Lead	Jon Hart.
Supporting Cast	Local Foods, Local Places steering committee, Economic Development Organization, Heart and Soul team, City Council, churches, school.
Costs/Resources Needed	Time; construction costs for two greenhouses are estimated to be \$28,000.
Possible Funding Sources	Fundraising efforts to raise \$4,000-\$6,000 locally. Looking at local businesses, Greenhouse Megastore, and other businesses to provide materials match for the greenhouses.

Action 1.4: Plant a first round of seeds/plants in the greenhouse.	
What this is and why it is important	For vegetable products to be available for sale in the spring, it is necessary to plan ahead and start the seeds in early spring. It is important to get the first round of plants in the dirt no later than mid-March. Starting the first round of seeds mid-March allows for succession planting and a seasonally appropriate production plan for the greenhouse.
Measures of Success	Seeds planted by mid-March. Sprouts and plants thriving later on in the spring.
Timeframe	First planting taking place mid-March 2018.
Taking the Lead	Jon Hart.
Supporting Cast	Local Foods, Local Places steering committee, Economic Development Organization, Heart and Soul team, City Council, churches, school.
Costs/Resources Needed	Seed costs, time and labor.
Possible Funding Sources	Local fundraising, greenhouse cooperative members; seed and farm input suppliers could have match or provide low-cost/free seeds.

GOAL 2: Support the relaunch of the McComb farmers market.

There used to be a farmers market in McComb, but for the last several years it was not in operation. Lack of vendors and product was one identified challenge. Having a local market would provide an outlet for the cooperative greenhouse farmers and area farms that do not currently sell in McComb. It is important that the farmers market is located in a space that is accessible to the community and is scheduled around the other markets in the region to minimize competition between markets. There are some core farmers in the region, however the team needs to work to identify individual(s) willing to help run and operate the market for 2018.

Action 2.1: Work with community members to identify a farmers market champion.	
What this is and why it is important	It is important to identify a champion for the farmers market. There is support for the market across the community. However, it will take some coordination and planning, and there needs to be a lead individual or organization to ensure that appropriate planning takes place. The project team will reach out to a list of potential leads and to the wider farm community.
Measures of Success	Have the lead call a meeting to organize the farmers market.
Timeframe	Have a lead on board by Thanksgiving (November 23, 2018). First meeting scheduled in the fall of 2018.
Taking the Lead	Everyone on Local Foods, Local Places steering committee will identify a friend that might be willing and talk to them.
Supporting Cast	Could be structured as a Supervised Agricultural Experience project for Future Farmers of America kids. potential AmeriCorps VISTA position through a local college, McComb Economic Development Organization, Heart and Soul team, new Greenhouse Cooperative.
Costs/Resources Needed	Volunteer time. If the team explores an AmeriCorps VISTA, costs could be \$6,000-\$7,000.
Possible Funding Sources	Internal village tax? Consider a VISTA, Economic Development Organization, or other group.

Action 2.2: Conduct farmers market research.	
What this is and why it is important	Research could help clarify the underlying market feasibility based on supply and demand and inform future decisions about market timing, vendors, and operations. Who will use the market? This action involves a review of the existing area markets to understand what might be successful in McComb. It is important to look at the times and days of other farmers markets to avoid overlap. To look at the potential customer base for the market, perhaps conduct customer surveys locally, and survey existing producers selling at area markets to see what they would need to come to a market in McComb, etc.
Measures of Success	When research on area markets and farms is complete and presented to the farmers market lead(s).
Timeframe	Do market research now before farmers markets close. Complete all research by January 2018.
Taking the Lead	Michele Robles.
Supporting Cast	Local Foods, Local Places steering committee, new farmers market lead (Action 2.1), Debbie Rausch – USDA Rural Development.
Costs/Resources Needed	Time, driving time.
Possible Funding Sources	Could Economic Development Organization help fund some mileage for the research, lunches?

Action 2.3: Organize a core group of farmers market vendors.

What this is and why it is important	A core group of anchor vendors at the market will be important to ensure that there is product throughout the operating season. For a market to be successful, it requires a critical mass of consistent vendors and diversity of products. This action involves organizing and working with a core group of anchor producers to identify the diversity of products that will be available in the 2018 market season. This is important to give vendors time to plan and plant appropriately for next spring, and to do outreach and marketing for the market in time.
Measures of Success	MOU or other agreement between vendors and organizers signed for the 2018 season.
Timeframe	At few anchor vendors identified by January 2018.
Taking the Lead	Future market champion and market organizers.
Supporting Cast	Local Foods, Local Places steering committee, Economic Development Organization, potential AmeriCorps VISTA support (See action 2.1).
Costs/Resources Needed	Time, mileage and travel costs.
Possible Funding Sources	Fundraising to offer producers minimum guarantees of sales, explore VISTA program, Economic Development Organization could potentially reimburse mileage.

Action 2.4: Develop a farmers market plan.

What this is and why it is important	This action entails developing a plan outlining the location, outreach methods, organization roles and responsibilities, producer guidelines and rules, enforcement, articles, and bylaws for the farmers market. This is important for the market to wisely use resources and create a positive and transparent operating structure for the producers and community. This will also provide a structure for recruiting new farms and letting them know what is expected of them when they make their decision to sign up for the season.
Measures of Success	Opening Day, May 2018.
Timeframe	Have a plan in place by January 2018 to share with producers.
Taking the Lead	Farmers market lead (Action 2.1).
Supporting Cast	Core vendors, other market stakeholders, Economic Development Organization, Potential AmeriCorps VISTA support (See Action 2.1)
Costs/Resources Needed	Largely time.
Possible Funding Sources	Potential planning support from USDA Rural Development. Ohio Farmers Market Management Network has resources available for managers (http://ohiofarmersmarkets.org/). The Farmers Market Coalition also has a resource library (https://farmersmarketcoalition.org/education/).

Action 2.5: Initiate and launch the market according to the plan.	
What this is and why it is important	The farmers market will launch and start based on the plan developed in the fall 2017/early spring 2018. The farmers market lead will initiate market planning tasks such as securing the location for the market, registering vendors, marketing, planning for the market opening, and establishing any necessary agreements or insurance policies for the season.
Measures of Success	Market opening day in May of 2018. Producers are successful, and they sign up for the next year. When the market is so busy the farmers run out of produce before closing time and plan for expansion.
Timeframe	Late May launch. Planning work to begin March 2018, perhaps targeted to coordinate the launch with other Memorial Day events.
Taking the Lead	Farmers market lead (Action 2.1).
Supporting Cast	Local Foods, Local Places steering committee, Economic Development Organization, the community, vendors.
Costs/Resources Needed	Some funding is required to purchase signs, info table, welcome tent, etc.
Possible Funding Sources	Economic Development Organization (become a member to get half-off signage). The market could rent tables to producers. The project could apply for Specialty Crop Block Grants, USDA Agricultural Marketing Service Local Food Promotion Program grants in partnership with other markets in the area. Local fundraising.

GOAL 3: Develop stronger communications and outreach with the community

It is important for there to be a place for the local community to find news about events and other community resources. Additionally, it is important for the village, the Economic Development Organization, and Heart and Soul to communicate what their efforts are in the village both as a way to encourage participation and to include and expand the community understanding of the goals outlined in the action plans developed by these organizations. There are currently a few websites, including for Heart and Soul (<http://www.mccombregionheartandsoul.com/>) and the Village of McComb (<http://villageofmccomboh.gov/>); several social media pages, including the Save our Downtown Facebook page, McComb Economic Development Organization Facebook page, and community and church group pages; and the school newsletter. Many of these outlets are not updated regularly so there is a need for a community calendar/gathering place for events and initiatives in and around the village of McComb.

Action 3.1: Develop a web presence by starting a Facebook page.	
What this is and why it is important	The team will either develop a new page or support an existing one to share regular information with the community. This site would identify current local web pages and news sites and share information and events. This is important to create community buy in. The community cannot get involved if they do not know what is going on.
Measures of Success	Active page that posts community events and news regularly.

Timeframe	By March 2018 to help promote greenhouse and farmers market events.
Taking the Lead	Economic Development Organization.
Supporting Cast	Heart and Soul team, Local Foods, Local Places steering committee. Could identify a student or other community member to update and share information on social media. Could also explore identifying someone who works with the village who could add proactive outreach to organizations to identify upcoming events.
Costs/Resources Needed	Time; wages if staff time is required.
Possible Funding Sources	Economic Development Organization.

Action 3.2: Look into opportunities to incorporate health programming at Cookie Run.

What this is and why it is important	The Economic Development Organization and the Farmers Market could partner to hold health screenings at existing events like the Cookie Run. This would increase awareness of the farmers market and provide an outlet to promote healthy fresh food choices in the community.
Measures of Success	A Booth at the Cookie Run.
Timeframe	July 2018.
Taking the Lead	Economic Development Organization.
Supporting Cast	Local Foods, Local Places steering committee, community, area healthcare providers.
Costs/Resources Needed	Booth, table, chairs, health screening materials.
Possible Funding Sources	Could borrow from farmers market, fundraising, local healthcare providers.

GOAL 4: Work to beautify, enliven, and promote the downtown to bring more people and residents downtown.

The team identified some potential ways to do some art or beautification projects downtown to increase the likelihood of residents and visitors spending time in McComb. There are several ideas for different types of art projects, but for them to be successful, the team determined that input from the wider community and community groups would be the most effective way to identify potential art and beautification projects.

Action 4.1: Convene a community meeting to decide on what art project to pursue in McComb.

What this is and why it is important	A community meeting will be held to collect feedback and ideas from the community and other local organizations. This will help create buy-in, generate excitement, and provide an outlet to get feedback. The Local Foods, Local Places steering committee and Heart and Soul team want the community to be energized and excited about it.
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Measures of Success	A community meeting is held, next steps for an art project are identified.
Timeframe	Spring 2018.
Taking the Lead	Silvio Jimenez and Carol Cary (Economic Development Organization), Kel might also be interested in helping to plan this.
Supporting Cast	Community groups that can bring ideas to talk about. Boy Scouts; Lions; 4-H; Rotary; PTA; reading programs at library; school art programs; McFab group; Heart and Soul team; and Local Foods, Local Places steering committee.
Costs/Resources Needed	Space and time, maybe refreshments for the meeting.
Possible Funding Sources	Economic Development Organization.

In addition to the four goals that the group worked on, a fifth and possible future goal could be “Promote the village of McComb downtown area and attract a restaurant and other business to the downtown.” Participants expressed the desire to have more food retail and businesses come downtown but did not get to action planning for next steps at the workshop.

Implementation and Next Steps

Two post-workshop conference calls were held during November and December 2017, following the workshop. The calls were held with the Local Foods, Local Places steering committee and a few additional stakeholders whose interest was cultivated during the workshop. They worked to refine the action plan and add clarifying language.

Appendices

- Appendix A – Community Data Profile
- Appendix B – Workshop Sign-in Sheets
- Appendix C – Workshop Photo Album
- Appendix D – Workshop Feedback and Mapping Results
- Appendix E – References
- Appendix F – Funding Resources