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To: Area Media

From: Dean Halverson, CEO -
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Subject: V22 Completes Work Group Kickoff



Vision 2022, the community movement to advance Manitowoc County through a 5-year plan and community building process, announced the completion of the first round of Work Groups. Five groups met last week with over 150 participants in total. Downtowns & Water Ways, Regional Collaboration, Change the Conversation, Healthier Community and Young Worker Attraction and Retention all held their founding meeting with two Community Leaders identified from the volunteers. They will direct their work group with support from V22 leadership. There will be connections to existing activities in both organizations and government entities.

The goal of these initial meetings was to establish a mission for each Work Group and start to define what specific goals and activities they would undertake in the future. The missions will then generate a vision for the outcome of the group in 5 years. Specific work plans will then be identified with target activities and measurable outcomes. Each group will set its own meeting schedule for the future with the goal of the second round of Work Group meetings to take place in the next 2 to 4 weeks.

"We were thrilled with the participation and energy at the initial meetings," said Mary Maurer, a member of the V22 Leadership Team. "We worked hard to respect the strong community response at the January Summit. We want this process to be truly community driven and we are off to a great start."

Mission and Vision information from the individual Work Groups will be used to help create an overall Mission and Vision for the V22 movement. V22 will partner with other key groups in the community working on brand development. Discussions have begun with governments and key organizations in the community.

V22 recorded each Work Group meeting to allow people who may not have been able to attend to get up to speed. It is available at their website at www.v22mc.org. Those interested can also sign up for work groups at the site and get current information. For more information contact v22mcorg@gmail.com,