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To: Area Media

From: Dean Halverson, CEO -
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Subject: V22 Completes Work Group Round 2



Vision 2022, the community movement to drive positive change in Manitowoc County announced the completion of their second round of Work Group meetings this past week. Five targeted work groups are taking on challenges like; Young Worker Retention, Changing the Conversation, Downtowns & Waterways, Regional Collaboration and Healthier Community. The completion of the second round of meetings will mark the completion of the individual work groups formalizing their mission and vision. This will then allow for the development of specific goals and tactics at their May and June meetings.

V22 Leadership will be working to bring together the individual Mission and Vision information together to form an overall Mission and Vision for the County at large. They will also feed information into a multi-organizational community branding process that has been underway in recent months. This has brought together organization and government leadership to look a focused brand and message for Manitowoc County. This would be used in communications, marketing, recruitment and more.

“There is an exciting amount of energy at these meetings,” said Mary Maurer, part of the V22 Leadership Team. “People from all walks of the community are coming together and showing that the future is important and something we need to take an active role in shaping.” V22 is in the process of updating its logo and materials and has added the tagline Together for Better, representing the true community interest in a better future. Specific activities and support for existing projects and work should begin in coming months.

As of Monday, the V22 Work Groups had over 170 participants registered. This is a mix of business, citizen, organization and government leaders, but all interested parties are welcome to attend. The group continues to update materials and content on its website at www.v22mc.org and registration is available on the site. Individuals can go there to be added to work group meetings and keep up on meetings and events.

For more information contact v22mcorg@gmail.com