



ImagiNEXT

Marion's Toolkit



The Mission of "ImagiNEXT" is to engage the greater Marion area in an open, all-inclusive discussion to develop great ideas that reinforce the fact that Marion, Iowa is the best place to raise a family and grow a business.

Dear Friend of Marion,

Where do we go from here? That question is at the heart of ImagiNEXT, the community visioning process designed to generate a list of great ideas that can be put into action to enhance our already thriving community.

ImagiNEXT will kick off in October 2017 and will continue into the spring of 2018. During this time members of the community will form groups and brainstorm ideas that they think could become the next projects to move the Marion area forward...and to make it an even better place to raise a family and grow a business.

ImagiNEXT is a grass roots effort where citizens gather together to envision the future. Special thanks to Farmers State Bank, KCRG TV9, the City of Marion and Blue Sky Productions for generously funding this process. The Marion Chamber of Commerce will serve as facilitators and provide information to the community groups in the coming months.

This ImagiNEXT Visioning Tool Kit contains simple instructions for anyone who wants to form a group and discuss their ideas. Plus, it serves as a place to collect information about the visioning process as the months pass by.

Thank you for getting involved! Your participation will have a positive impact on our future.

Thank you to our Sponsors!

Sincerely,

Jill Ackerman
President, Marion Chamber of Commerce





Gather a Group, Brainstorm and Submit Your Group's Ideas!

Step 1: Gather a Group

To help you prepare to form a group and share your ideas, ask people in the community that may already have formed a group that you belong to or know about, such as:

- Non-profit organizations
- Church groups
- School groups/ parents/ PTAs
- Service clubs & civic groups
- Businesses/departments/ employee
- Teen student organizations
- Girl and Boy Scout troops / 4-H clubs

Or, you may want to gather a group of your own with a variety of citizens in a more informal way, such as: Family members, Neighbors, Social Circles, Parent groups, Card clubs and Coffee groups.

There is no limit to the number of people who can be in a group. You can meet wherever and whenever it works best for your group. You can meet as many times as you like to discuss your ideas and prepare a list.

Step 2: Brainstorm

Brainstorming is a technique for gathering a wide variety of ideas from a group of three or more people. With any group who brainstorms together, it is wise to discuss some group guidelines. As a facilitator or a group leader, you should explain to the group the "guidelines" for generating ideas for Community Visioning. Share these guidelines with the group, either by reading these aloud, making a handout for each person, or posting these on a large piece of paper in your meeting room/space.

Guidelines:

- All ideas will be written down
- There are no "bad" ideas
- Don't worry about what it would cost
- Don't worry about who would do it
- Discourage the use of "No" and "Can't" in the group's discussion
- Move quickly, to get as many ideas as possible
- Don't get bogged down in discussing or evaluating any one idea
- Brainstorming is not about evaluating; it is about generating ideas
- "Wild" ideas are OK, and can often lead to other ideas
- Don't worry about or keep track of who offered which idea
- Don't categorize the ideas into groups; just let them happen
- Don't sift through the list. Keep everything that is mentioned
- No one "owns" an idea, either for discussion or for later implementation

Here are some questions for your group to consider as you begin your brainstorming session(s). You may want to ask these questions of your group at the beginning of a meeting to put them in a community visioning "frame of mind."

Questions to Consider:

- What would make the Marion area an ideal place to live and work?
- Where is the best place you have ever visited? What did you like about it?
- What did it look like? Feel like? How could those images fit here?
- What is missing here?
- What would make you stay here as a citizen?
- If you were "mayor for a day," and could do anything you wanted, what would it be?

Step 3: Submit Your Group's Ideas

Collect all ideas your group discusses. Write them down on the sheet provided and mail or e-mail them to info@marionimaginext.org, or log onto MarionImagiNEXT.org to submit them electronically.

Your group's ideas will be added into a large list of all the ideas from every group in the community. You can submit ideas until January 15, 2018.



ImagiNEXT

Submit Your Group's Ideas!

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

About Your Group

Submitted by: _____ Number of Participants: _____

Company / Organization / Group: _____

Address: _____

Phone Number _____ Email: _____

Submit ideas no later than January 15, 2018 by one of three ways:

1. Website:

MarionImagiNEXT.org

2. Email:

info@marionimaginext.org

3. Mail:

ImagiNEXT
1225 6th Avenue, Ste. 100
Marion, IA 52302





Visioning Timeline & Selection Process

Visioning Timeline

Oct 4	Kick Off- Chamber Annual Meeting
Oct 4 - Jan 15	Brainstorming sessions organized by community members - Locations times and group size will be determined by the groups themselves
Nov 4	Selection Committee Applications Due - MarionImagiNEXT.org
Jan 12	Night of Ideas - Meetings held throughout Marion to continue to gather ideas for the future
Jan 15	Deadline for Submission of Ideas
Jan week 3	Selection Committee Announced
Feb week 4	Community Voting - Access to narrow our list of 100 ideas down to 30
Mar week 1 & 2	Selection Committee narrows 30 ideas to the final 3-5
Mar week 3	Celebration of Ideas - Announcement of ideas
Next Steps	Community groups step forward to take ownership of the final projects and begin to move them ahead

The Selection Committee & the Idea Selection Process

The Selection Committee

The Selection Committee will consist of 18-21 people who care about Marion and want to be part of the process of narrowing the lists of ideas down to the final 3-5 best ideas.

Applications will be available on October 4th, on the Marion Chamber website or by calling the Chamber office to request one. We encourage anyone who is interested in this process to fill out an application. Applications are due on November 4th, 2017.

All applications will be reviewed by the ImagiNEXT Steering Committee. No member of the ImagiNEXT Steering Committee will be a member of the Selection Committee.

Selection will be based upon achieving a balanced representation of the community. The Selection Committee will be announced to the public through local media channels and via the website by week three of January.

Idea Selection Process

Selection Committee members will meet 7-10 times between January week 4 and February week 3 to develop criteria for the selection of ideas, and to discuss the ideas to narrow the list to the top 100 ideas. We will then hold a community vote to further narrow the list and the Selection Committee will narrow that list to the final 3-5 ideas.

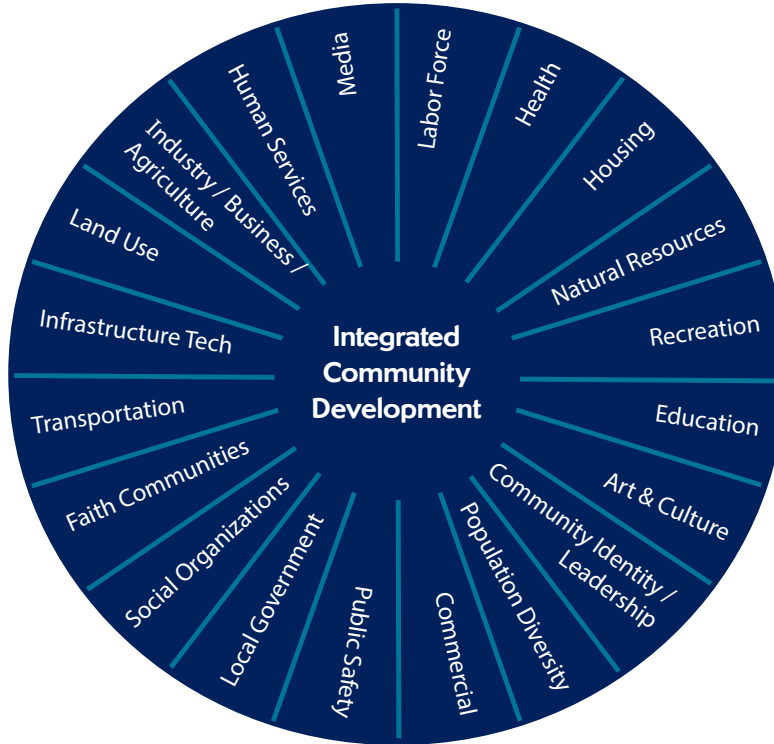
The Selection Committee will make decisions that will shape the future of the Marion area for years to come. Selection Committee members may face public scrutiny and will make, perhaps, tough decisions. At the same time, participants will have the opportunity to be a part of a rewarding civic process and will receive the support of the ImagiNEXT Steering Committee.



Brainstorm

Community Wheel

As you brainstorm for ideas that can make our area a better place to live, work and play, consider the Community Wheel on this page. It can help you to think about a wide variety of segments of Marion.



Initiative Foundation 2004

Let the Brainstorming Begin!

Meeting Notes:



#MarionImagiNEXT