

Community Land Use Summer Teacher Institute ~ June 20-25, 2004

(DRAFT 5/24/04)

Sunday, June 20 - Both Watershed Investigations & Community Land Use groups

- 3:00-5:00 pm Check-in at Wadsworth Hall (meals will be at McNair Hall, next door)
5:00 pm Dinner
6:00 *Introductions, Journals, Overview of Institute, Week-long Project Assignment*
7:30-9:00 *Community as a Context for Learning* - Jon Yoder, Northwest Center for Sustainable Resources

Monday, June 21 – Both Watershed Investigations & Community Land Use groups

- 8-Noon *Involving Your Students in Natural Resource Projects in Your Community*
Jon Yoder, Northwest Center for Sustainable Resources
Noon-1 pm Lunch
1-5:00 pm *Planning Your Own Natural Resource Projects to Involve Students in the Community*
5:30 pm Dinner

Option 1:

- 7-9 pm *Measuring Human-Environment Interaction: Measuring the Ecological Influence of Roads on Artificial Nest Predation* – Audra Bassett, School of Forest Resources & Environmental Sciences

Option 2:

- 7-9 pm *Cost of Cool video and activity guide* – Carla Strome, CCISD

Tuesday, June 22 – Community Land Use Group

- 8-Noon *Land Use Planning in Michigan & Why Michigan's "Cool Cities" Initiative?* TBA
What Does Community Planning Have to do With Tourism & Economic Development? – Tom Nemacheck, Exec. Director, UP Travel & Recreation TBA
How and Why Communities Plan? – Gerry Harsch, Planning Director, City of Charlevoix TBA
- Describe process of working with a community
 - How data is collected and presented
 - Example of local plans (Lake Linden Visual Enhancement Plan and Chain of Lakes Economic Development Plan)
- Noon-1 pm Lunch
- 1-5:00 pm *Tools for Data Gathering & Presentation*
- *Neighborhood View Teams* – Linda Rulison, Hancock Middle School
 - *Looking at Change Before It Occurs* – Steve DeLong, Landscape Architect, Keweenaw National Historical Park TBA
 - **Using photos to present:** Current situation > Analysis of current situation > Proposed enhancement

***Participants should bring a digital camera & laptop; digital card readers; reserve computer lab from 3-5 pm)*

- 5:30 pm Dinner
7:00-9:00 *Designing and Conducting Community Surveys* – Linda Rulison, Hancock Middle School

Wednesday, June 23 – Community Land Use Group only

For Grades 6-12 Teachers

8-10 am ***Business Plan Development – TBA***

10-Noon ***Integrating Community Land Use into High School Social Studies courses (American History, Government, Writing) – Stephen Smith (Hancock High School)***

For Grades 1-5 Teachers

8-Noon Curriculum Connections

This Land Is Your Land: Lessons for Land Use – Carla Strome

Noon-1 pm Lunch

1:00-4:30 ***Measuring Human-Environment Interaction: Stream Monitoring at Coles Creek v. Huron Creek***
(Biological Indicators only) – Joan Chadde **TBA**

5:30 pm Dinner

7:00-9:00 Groups work on Community Enhancement Plan

Thursday, June 24 – Both Watershed Investigations & Community Land Use Groups (Cheryl Poole, MDE)

8-10:00 ***Introduction to Using GPS Units*** – Corey Soumis, Science & Technology teacher, Calumet HS

10:00-noon ***Geo-Caching and following a GPS Course*** (at Tech Trails) – Corey Soumis, Calumet HS

Noon-1 pm Lunch

Community Land Use Group only:

1:00-3:00 ***How GIS Data Is Used in Community Planning*** – Kristine Bradof

3:00-4:00 ***Visit Van Pelt Historical Archives*** – Carla Strome, CCISD

5:30 pm Dinner

7:00-8:00 ***Retrieval of Artificial Nests*** – Joan Chadde

8:00-9:00 Groups work on Community Enhancement Plan

Friday, June 25 – Community Land Use Group

8-9 am Complete Community Enhancement Plan

9-noon ***FIVE Groups Present Community Enhancement Plans to Panel***

12-1 pm Lunch

1-3 pm Journal Entries, Community Project Proposals, Course Evaluations

ASSIGNMENT: Development of a Community Enhancement Plan

Working in groups of 3, you will select a community or length of highway in Houghton County for which your group will develop a *Community Enhancement Plan*. You may use the internet, make phone calls, collect field data, and do whatever is necessary to prepare your plan. Your group will **prepare a plan and make a presentation** to a panel of community decision-makers and planning specialists on Friday morning.

Each plan must include at least THREE of the following components:

1. Inventory of existing downtown physical conditions:
 - Appearance of buildings – character, unique qualities, compatibility
 - Streets, sidewalks, bike paths
 - Lighting
 - Signage
 - Parking – quantity and design
2. Analysis of demographic data for the city, region, and U.P. to better understand the economy
 - Tourism data – Tourism Resource Center at Michigan State University
 - Specialty retailers
 - Potential for retail growth
3. Summary of residents' perception of assets, concerns, needs, and preferences (via personal interviews or surveys, public meeting, mailed surveys)
4. Proposed plan for a new business (address as many of the required components as possible in the Business Plan handout provided)
5. Proposed Community Enhancements (address at least THREE)
 - Building Façade Improvements
 - Streetscape Improvements – lighting, signage, landscaping, parking
 - Community Marketing Strategy – brochure, website
 - Gateway Improvements
 - Transportation, Non-Motorized Travel Plan, & Pedestrian Accessibility
 - Natural Resource Protection & Enhancement
 - Community Spirit – events & programs

Possible Sites to select for Community Enhancement Plan Development

M-26 highway corridor west of Houghton (from Canal Rd. to Green Acres Rd.)

Downtown Houghton

Downtown Hancock

Downtown Lake Linden

Hancock-Calumet US-41 Corridor

Downtown South Range

Downtown Chassell

Community Business Plan

Develop a business plan for a fictitious business in the local community. Your completed plan should contain all of the following elements:

- I. Cover page
- II. Mission statement
 - Explanation of what service or good you are selling
 - The days of the week and times your business will be open.
- III. Market research and analysis
 - Why will the business be successful? Support with evidence.
- IV. Market range and justification
 - To whom will you sell your product? Where? Why?
- V. Start-up costs
 - List things you only need to buy once in order to start your business.
- VI. Operating costs
 - Fixed overhead costs—costs that stay constant regardless of how much business you do.
 - Variable costs—costs that vary depending upon how much product you produce.
- VII. Price structure
 - List of how much you will charge and reasons why.
- VIII. Profit margin
 - How much does it cost in materials & labor to produce one item?
 - How many items per month must be produced and sold to break even? (= Overhead divided by profit per item.)
- IX. Quality control
 - How will you handle dissatisfied customers? How will you maintain consistency in good/services provided?
- X. Advertising
 - Include business cards, building signs, advertisements, radio commercials, and other promotional materials.
- XI. Building design
 - Include a drawing of the building in town to be used for your new business. Be sure to describe how you will enhance this building and its site in order to attract customers. Will your business have a particular theme?
- XII. Environmental Sustainability
 - What will you do to incorporate environmental sustainability principles into your business---using recycled materials, recycling wastes, conserving water, etc.