



Hartland Asset Mapping Workshop Report

Asset Mapping Workshop

March 19th 2008

Community Room

14h00 – 17h00

Workshop agenda

- Welcome and Introductions: participants and project
- Project Overview: goals and objectives
- Community resiliency, models for collaboration
- What is Asset Mapping?
- Ideas for actions: what has been done elsewhere
- Break
- Asset Mapping Exercise
- Where do we go from here
- Adjournment

Participation:

The region covered by this workshop went from Woodstock to Florenceville and we were fortunate to have participants from the whole region. The Harland workshop was scheduled for March 5th, but due to a snow storm we moved it to March 19th.

In the mean time Enterprise Carleton gave us additional contact information from their data base. They provided us with 105 names, telephone numbers and postal addresses for different municipalities, organizations and groups from which half of them were church related. We immediately sent out an additional 26 invitations with short notice. In overall, we have invited a total of 63 people, 36 by e-mail, 27 by post, one by fax and 3 by phone only; a follow up by phone was made to all invitees. Out of the 63, 15 of them said they would come to the March 19th workshop and 10 people actually attended the Hartland workshop.

The workshop was held at the Community Room of Harland’s Town Hall at 31 Orser Street from 14h00 to 16h30 on March 19th. The participant came from Debec, Richmond’s Corner, Somerville, Hartland, Florenceville and Juniper. It was interesting to see that even with the broad region that this workshop covered, there were similarities and participants are willing to consider the whole region and to work together. The meeting was facilitated by Rick Hutchins and Sophie-Michèle Cyr co-facilitated and took minutes.

List of participants:

REPRESENTATIVE FROM	HOME COMMUNITY
Metapra Associates Inc., Social Services & Church	Debec



CATCA	Juniper
Early Intervention/Woodstock	Debec
Speerville Flour Mill	Debec
Town of Hartland	Hartland
Rural Planning	Woodstock
Enterprise Carleton, CIEUA & Carleton Manor	Sumerville
Valley Solid Waste Commission	Richmond Corner
Carleton-Victoria Christmas Tree Producers Association	Florenceville
Bath Assisted Lions	Bath

Notes from the session

Key assets mentioned in the asset mapping exercise:

We asked participant to identify the six most important assets in their community. The assets could be physical (buildings), economic (kind of business), cultural (events), people (skills and values) and natural (lakes, resources and landscape) related. Below is what the participants identified.

Natural:

- Good farm lands
- Natural aspect found in our rural environment: St. John River, Meduxnekeag River, Miramichi River and Tobique River, Forests
- Fishing, Salmon fishing and hunting
- Healthy local food

Economic:

- Niche Markets
- Local Shopping
- Local & imports: cosmopolitan communities, cultural experience and learning
- Heavy industrial base
- Businesses with unique products: farms, Speerville flour mill and meat shops
- Employing more people
- Hartland has just completed a development plan (town council)

People:

- Local labor
- Commitment to stay by and support businesses
- Entrepreneurial spirit
- Music and community annual events
- French and English people
- Two First Nations settlement
- People and neighbors
- Young people that want to stay here or return when older
- Seniors Elders with knowledge of rural living



Physical:

- This area is a gate ways to Lake Systems such as: Eel Lakes and the Grand Lake.
- Walking trails and golf
- New highway
- Infrastructures and services from new school facilities, fire department, stores, post offices, hospitals (Bath and Hartland), and recreation and civic centre
- Good Town Centres: Shopping, eating, meeting place, recreation
- Railway
- Major tourism attraction; the Covered Bridge

Intangible:

- Quiet and Safe community, small town life style, great for kids
- Great place for retirement
- You have to choose to live here and build...people who are here are string community members

Cultural:

- Active recreation activities and programs for youth and seniors

Identified threats to assets:

We asked participants to identify what they thought was threatening these assets and the long term prospects for their communities. Below is what the participants identified.

- Smaller size families (less children in schools)
- Diminished population resulting from centralized services
- Centralization of services
- Seasonal jobs
- Lack of permanent population base
- Less people actively participating to community decisions
- People moving to the West
- Loss of youth workers
- Forestry industry at risk
- Unsustainable forestry practices
- Environmental issues ex: water quality
- Lack of Land for expansion (Hartland Town council)
- Major Highway Bypassing Hartland

Keeping community strong:

Here, we asked participants to point out what needed to be done to keep the communities strong and healthy.

- Bringing and keeping people in our community
- Increase our population base
- Create opportunities for youth
- Attract more businesses
- Need some growth and economic opportunities of businesses and farms



- Networking structure that includes people from all parts of society
- Transparent planning by information session
- Include and inform clergy in anything that is developed: bulletins, announcement
- Supporting local businesses
- Promoting of Niche Market in Carleton-Victoria County
- Community asset list on town website: names and area of expertise
- Learn sales skills about our town and community assets
- People need to hear they are of value, that they have something to contribute (motivational speakers)
- Expand our town boundaries (Hartland)

Recommendations:

We asked the participants to identify ways they could work together and what they thought were the best ways to “connect” communities. We also asked them to tell us what has worked in the past. Their answers were as follows:

- Best way to connect is through committees, keep us working together.
- Need a plan describing what needs to happen (why, what and how?) and follow-up.
- Develop networking structures and better connection with the LSDs to promote and develop the entire area.
- The old “Town Hall” meetings used to work well (Debec)
- By creating the opportunity to talk and share stories. Willingness to share successful ideas or conceptualize ideas.
- Host “info” moments at town council meetings or other meetings annually
- Create hand books to attract travelers and is a good way to know what is out there
- Develop a holistic commuter info packages and have it included in Department of Tourism packages.

Concrete actions to get there (from a planning grid)

We distributed a planning grid for participants to imagine and dream about a project that could address the identified threats, which is feasible for them. The planning grid asks the following questions: Name of the project, project leader, **What** is it? **Why** do we need it? **When** is it feasible? **Where** would it take place? **Who** needs to be part of it? And **how** are you going to get there?

Local food distribution

Project leader: Speerville Flour Mill

What? : Help people source out local food material, help perpetuate the “organic farming model”.

Why? : It helps the rural farm community. It provides healthy alternatives for people. It helps with the global energy and warming issue.

When? : All year, not just “in season”.

Where? : Available to all people.

Who? : Lots of opportunity for young business minded people. People in rural areas, youth groups, retired people with experience and young families.

How? : Matching buyers with growers groups.



Mentorship for a better future

What? : Create a list of retirees with willingness to work over 3/5 years with new entrepreneurs.

Why? : To provide young entrepreneurs are immediately matched with a mentor at the moment of grant approval.

Where? : Enterprise Carleton Region

Who? : “Expert” list in various fields to draw from agriculture, carpentry, manufacturing, etc.

How? : Over 6 month; develop an “expert” list. Partner with Economic Development groups to match mentors and new entrepreneurs.

Recycling & composting

What? : Broad base recycling.

Why? : Encourage environmental practices and job creating

Where? : Juniper

Carleton Assisted Living

What? : Low income assisted living, single seniors and disabled

Why? : Personal need

When? : Oct.-Nov. '08 on base residency

Where? : Bath, Bristol, Florenceville, Juniper, Centerville areas

Who? : Former bath Hospital, non profit groups, board of directors

How? : Canada pension per individual, disability pension, based upon funding, needs assessment and business plan

More ideas (from flip chart)

These are the notes taken on flip chart paper by the facilitators while there were discussions about different possible ideas that could address some weaknesses found in their communities.

Immigrants:

- The immigrants come but don't necessarily stay
- Have activity that could open people's mind
- Group discussions about multiethnic
- Create a welcoming environment
- Introducing them to existing community networks
- Have a mentorship program. McCain have a good program to get inspired from

Promoting local food:

- Matching growers with buyers
- Have a buy locally campaign

Recycling & composting waste:

- Gathering system



- Transformation facilities
- Develop a provincial strategy