

NC Mountain Resources Commission Strategic 5-Year Goals

Updated August 2012

Goal #1: TO UNDERTAKE POLICY WORK TO PROTECT WNC'S NATURAL RESOURCES & ENSURE LONG TERM ECONOMIC PROSPERITY

- Partner with local, state, and federal representatives to identify and promote appropriate tools to protect mountain resources. Priority emphasis is on public education, ex: aquatic habitat. The MRC will also be a forum for discussion on special interest topics as needed.
- Establish a permanent funding source for small area planning and implementation to be distributed via a small grants program to mountain communities.
- Gather & disseminate information about the expansion and enhancement of jobs related to natural and cultural resources in the western region through coordination with universities, economic development organizations, and the Blue Ridge National Heritage Area.
- Compile technical reports and grant information to enable communities to protect mountain resources, enhance local economies, and implement locally developed initiatives.
- Provide continuing support for trust funds focused on tourism development, clean water and associated infrastructure, natural heritage, and farmland preservation. Ensure that appointments on associated boards have representation from the western 27 counties.

Goal #2 TO HELP DECISIONMAKERS AT ALL LEVELS UNDERSTAND ISSUES THAT AFFECT MOUNTAIN RESOURCES

- Continue research into past initiatives such as Year of the Mountains to evaluate outcomes and current relevancy.
- Revitalize MRC web presence and provide capacity to serve as a repository for technical documents.
- Develop, promote, and upgrade vitality index for relevant metrics for all 27 western counties to examine the current and potential utilization of our natural, built, cultural, and economic resources.
- Secure funding, promote, and partner with trade and other organizations to develop and provide focused workshops and training opportunities related to mountain resource topics.

Goal #3 TO ENSURE THE MRC'S OPERATIONAL EFFECTIVENESS

- Continue working through focused committees including: Outreach & Education, Legislative, Funding, and Administrative (as needed).
- Ensure that funding for staff support and MRC initiatives through agency and foundation partnerships.
- Develop branding and identity strategies to raise public awareness about the MRC and its work.
- Continue clear communication with TAC and ensure it is populated with appropriate expertise.