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*“Never doubt that a small group of committed citizens can change the world; indeed, it is the only thing that ever has.”*  
 - Margaret Mead

## MAPPING THE FUTURE OF YOUR COMMUNITY PARTICIPANTS

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Jane Berg	Heidi Hallisey	Todd Matteson	Mark Parent	Francis Vomezeete
Scott Bryden	Gary Haughton	Bill McCorkle	Terry Polizzi	Joni Vomezeete
James Butler	Chris Helwig	Brian McCorkle	Phil Raines	Deb Walker
Jeff Case	Amy Hershberger	Ella McCorkle	Sharon Raines	Beverly Waller
Ben Clay	Sally Hoefle	Kristell McCorkle	Anthony Raines	Fran Waller
Sue Cocoma	Sheila Hoffman	Warren McCosky	Betty Rhyner	Jack Walsh
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Kate Cressman	Tyler Hoffman	Patricia Meissen	Pam Schmerse	Sharon Wegler
Mary Erickson	Jamie Horstmeier	Stephanie Meissen	Tim Schmerse	Angie Wenchel
Brad Faulkner	Diana Hunt	Janet Meyers	Bill Shepard	Kyle Wilke
Cindy Gant	Cari Kalina	Phil Meyers	Marcia Stalheim	Ann Worthel
Steve Gant	Shirley Keyes	Chris Michaelis	Marilyn Stinnett	
Ken Gibler	Cathy Korwin	Brian Miller	Rebecca Swick	
Sue Gibler	Paul Liptak	Jami Miller	William Swick	
Sue Goodin	Connie Liptak	Dave Mulvain	Ron Thompson	
Wendy Gray	Mike Masters	Ken Opperman	Bob Vomezeete	



# MAPPING

the Future of Your Community

## Durand Action Plan

June 2013

Illinois Institute for Rural Affairs  
*Making a Difference in Rural Illinois*

[www.IIRA.org](http://www.IIRA.org)

## Discover Durand Charm

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Debbie Randall	Ken & Beverly Waller	Sharon Wegler
Durand Barber Shop - Amy Landers	Kinney's Pump House	Shawn Hinrichs
Durand Family Chiropractic	Knead Time Away Massage Clinic	Subway of Durand & Winnebago
Dr. Amy Hershberger	Shelia Hoffman	Sonic Spectrum - AJ Becker
Durand State Bank	Lindroth Family	Stateline Classics Car Club
Faith Ackerman	Lingle Design of Lena	Steve & Cindy Gant
Fran Waller	Matteson Service Center - Glenn Matteson	Steve Dickerson
Freemasons of Durand	McCorkle Funeral Home	Village of Durand
Fritzel's Landscaping - Jim Fritzel	Brian & Kristell McCorkle	Volunteer Publishing
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Supported by Illinois Department of Commerce & Economic Opportunity



# Durand Action Plan 2013

## Vision

*The Village of Durand is a friendly, economically stable community that has a unique charm highlighted by its town square. Visitors to Durand are welcomed by its residents and businesses; and return to enjoy a variety of local events and festivals that take advantage of spacious parks, rich history and beautiful rural setting. The residents of Durand are proud of its top-ranked schools, many social opportunities and a strong belief in volunteerism. Everyone from life-long residents to first-time visitors feel right at home in Durand.*

## High Priority Goals

**Goal 1:**  
Durand has a thriving retail and service economy that both attracts visitors from near and far with unique and niche shops as well as providing for the day to day needs and wants of the region and providing ample employment opportunities.

**Goal 2:**  
Durand's beautifully restored downtown is the jewel in the cap of a neat and picturesque community. The downtown features beautifully restored facades, accessible sidewalks with plants, trees and flowers softening the look of the downtown.

**Goal 3:**  
There is always something to do in Durand for residents and guests of all ages! The community boasts thriving parks system and high quality facilities that allow various community organizations to offer a wide variety of athletic, educational, and entertainment options.

**Goal 4:**  
Durand is a destination location, perfect for a weekend getaway with fabulous shops and restaurants as well as frequent festivals, activities and special events that cater to visitors.

**Goal 5:**  
Durand schools are among the best in the nation with vigorous college prep courses as well as vocational options.

**Goal 6:**  
Durand has a thriving economy where businesses offering high wage employment options are attracted, retained and grown with a variety of incentives, programs and utilizing state-of-the-art technology.

## Strategies

**Top 5 Strategies**

1. Develop special events to showcase retail businesses in and around Durand.
2. Develop a system of signage from Interstates 70, 75 and highways to lead visitors to the business district as well as attractions.
3. Develop lines of communication between the business community, residential, non-profit organizations and school district.
4. Survey the wants and needs of the needs of residents of Durand and surrounding area.
5. Develop a welcome program.

**Top 5 Strategies**

1. Develop fundraising plan and strategy.
2. Create a system of attractive signage that brings people to town.
3. Transform sidewalks for ease of access, i.e. wheelchair, walker accessible.
4. Develop a streetscape plan for trees, flowers, lights, sidewalks etc., from Main St. to Route 75.
5. Work with business owners to coordinate a unified restoration plan.

**Top 5 Strategies**

1. Investigate and develop funding options for parks and recreation development.
2. Expand and develop a system of walking/biking paths throughout town and the outskirts of town.
3. Develop activities and events for community members and visitors.
4. Develop a series of sporting and recreational facilities for events, activities, & educational opportunities.
5. Develop unique summer youth programs for local and regional children.

**Top 5 Strategies**

1. Develop a marketing and advertisement plan for the Durand area.
2. Attract businesses that will attract visitors.
3. Expand and improve current community events.
4. Create regular activities/events to attract visitors and residents alike.
5. Create winter activities.

**Top 5 Strategies**

1. Improve current and develop new programs for non-college bound students.
2. Develop communication avenues between school and community.
3. Promote community service and involvement.
4. Enhance the connection between the school district and regional colleges/universities.
5. Investigate potential collaboration with nearby school districts.

**Top 5 Strategies**

1. Strategize ways to encourage entrepreneurs to establish business in our community.
2. Develop an advertising package that will sell the benefits of Durand to businesses.
3. Create vocational and other workforce training opportunities.
4. Identify current capabilities and assets.
5. Develop economic tools and incentives to use to attract and develop businesses.

## Projects

1. Survey the community
2. Develop website
3. Coordinate sidewalk sales
4. Organize a farmers market
5. Encourage businesses to have longer hours for shopping
6. Develop a survey to gauge community needs and wants
7. Work with goal 2 on signage
8. Collaborate with goal 4 on 'Friday Night Frenzy' events

1. Redesign of the town square & Center Street
2. Overall beautification of Durand
3. Historic preservation
4. Obtain signage for business district and attractions
5. Involve schools in beautification
6. Create displays to fill empty storefront windows

1. Open a DYBASA 3rd ball field
2. Develop pickle ball rental
3. Investigate opening a skate park in Durand
4. Research grants for adding/improving parks and recreation
5. Open a dog park
6. Build a community center
7. Investigate water features that can be added to parks
8. Develop walking and bike paths

1. Create monthly activities on the square
2. Expand activities already in place
3. Help organize town meeting
4. Turn of century parade after Easter egg hunt
5. Expand Halloween parade
6. Develop a community calendar
7. Offer 'Friday Night Frenzy' events in collaboration with Goal 1
8. Organize painting murals on community history and heritage

1. Develop a liaison between school and local paper for more effective communications
2. Work with the Ecumenical Council to create homework helper/tutoring program for after school and summer
3. Simplify the school website with separate pages for community, students, and parents
4. Bring in programs to enhance & promote the school's "Grrr" mission
5. Increase public benefits of school library

1. Tap into Northern Illinois fiber optic ring
2. Research ways to assist existing entrepreneurs
3. Research ACT national career readiness certificate and best ways to utilize it
4. Survey existing infrastructure
5. Develop a fund to promote business development
6. Create a matrix of available funding for new or expanding businesses

## Action Teams

*(Convener name in bold & italics & coordinating council members noted with an asterisk)*

Scott Bryden  
Sue Goodwin  
Sally Hoefle  
***Shelia Hoffman\****  
Glenn Matteson  
Brian McCorkle\*  
Kristell McCorkle  
Jody Meissen  
Betty Rhyner  
William Swick

Deb Walker

John Cressman\*  
***Wendy Gray***  
Ashlee Hackett  
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Cari Kalina  
Connie Liptak\*  
Paul Liptak  
Jody Meissen  
Janet Meyers  
Rebecca Swick

Beverly Waller  
Jack Walsh  
Lisa Walsh

Jane Berg  
Ben Clay  
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***Amy Hershberger\****  
Tyler Hoffman  
Tyler M. Hoffman  
Connie Liptak  
Ella McCorkle  
Stephanie Meissen

Phil Meyers  
Jami Miller  
Ken Opperman  
Fran Waller  
Sharon Wegler  
Kyle Wilke

Brad Faulkner  
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Jami Miller  
Mark Parent  
Nicole Richardson  
Bill Shepard  
Marilyn Stinnett

Beverly Waller\*  
Angie Winchel

Faith Ackerman\*  
Jeff Case  
Heidi Hallisey  
***Diana Hunt***  
Todd Matteson  
Warren McCosky\*  
Phil Raines  
Sharon Raines

