

MEETING NOTICE AND AGENDA
TOWN OF MEDICINE PARK
STRATEGIC PLANNING COMMITTEE

Medicine Park Event Center | 19001 State Highway 49, Medicine Park, OK 73557

Regular Session **Special Session** Reconvened Session Emergency Session

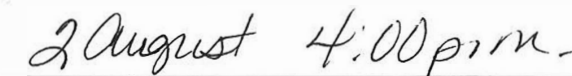
Thursday, August 12, 2021, at 11:00 a.m.

CALL MEETING TO ORDER

ROLL CALL

1. General discussion of community response. (Committee)
2. Discuss and review of organized data from June 23, 2021, Town Meeting; take any necessary action. (Committee)
3. Discuss and evaluate the public input data and existing projects to establish 12-15 key themes, challenges, and/or ideas. These will be prioritized by the citizens at Public Input Session #2 so that the top few can be incorporated in the plan as strategic initiatives. Take any necessary action. (Committee)
4. Discuss and/or take action on date for Public Input Session #2. (Committee)
5. Discuss and/or take action on additional methods of public input prior to Public Session #2. (Committee)
6. Discuss and take action to review and/or revise draft agenda for Public Input Session #2. (Committee)
7. Discuss and take action to identify members of Strategic Planning Task Force who are willing to serve as project team leaders for strategic initiatives. (Committee)
8. Discuss and take action to address special projects/ideas. (Committee)
9. Other general comments and discussion by task force members. (Committee)


Town Clerk


Date/Time

Medicine Park

Public Input Session #1 - Collated

June 23, 2021

Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Economic Development	Amenities	Bathrooms	Shower	Shower/changing area/bathrooms	Public Services			
Economic Development	Amenities	Changing		Dedicate changing rooms for Bath Lake	Economic Development			
Economic Development	Amenities	Changing		Place where you can change in/at swim site	Economic Development			
Economic Development	Amenities	Tables	Benches	Benches/tables	Public Services			
Economic Development	Amenities	Tables	Benches	Tables & benches	Public Services			
Economic Development	Amenities	Tables		Places to sit & eat	Economic Development			
Economic Development	Amenities	Tables		Tables	Weaknesses			
Economic Development	Amenities	?		Reason to return	Economic Development	8		
Economic Development	Attractions	Aquarium		Aquarium	Strengths			
Economic Development	Attractions	Aquarium		Aquarium	Strengths			
Economic Development	Attractions	Aquarium		Aquarium	Strengths		3	
Economic Development	Attractions	Events		Christ Kindle Christmas	Quality of Life			
Economic Development	Attractions	Events		Christmastown	Opportunities			
Economic Development	Attractions	Events		Dance lessons/big community dance	Opportunities			
Economic Development	Attractions	Events		Destination place - People bring events here!	Strengths			
Economic Development	Attractions	Events		Events	Opportunities			
Economic Development	Attractions	Events		Events	Opportunities			
Economic Development	Attractions	Events		Events	Strengths			
Economic Development	Attractions	Events		Events every month	Economic Development			
Economic Development	Attractions	Events		Festivals	Strengths			
Economic Development	Attractions	Events		Festivals	Strengths			
Economic Development	Attractions	Events		Festivals	Strengths			
Economic Development	Attractions	Events		Festivals, recreation, arts, nature	Opportunities			
Economic Development	Attractions	Events		Festivals/events	Opportunities			
Economic Development	Attractions	Events		High profile entertainers	Opportunities			
Economic Development	Attractions	Events		Local tours Mark (plus)	Economic Development			
Economic Development	Attractions	Events		Lots of events/festivals/entertainment	Strengths			
Economic Development	Attractions	Events		Off season events	Economic Development			
Economic Development	Attractions	Events		Off-season events	Weaknesses			
Economic Development	Attractions	Events		Scavenger hunts	Opportunities			
Economic Development	Attractions	Events		Social events	Quality of Life		20	
Economic Development	Attractions	Fishing		Fishing	Strengths			
Economic Development	Attractions	Fishing		Trout	Strengths		2	
Economic Development	Attractions	Holy City		Holy City - Easter services	Strengths		1	
Economic Development	Attractions	Hunting		Hunting	Strengths		1	
Economic Development	Attractions	Lakes		Bath Lake	Strengths			
Economic Development	Attractions	Lakes		Bath Lake	Strengths			
Economic Development	Attractions	Lakes		Lake Elmer Thomas	Strengths			
Economic Development	Attractions	Lakes		Lake Latonka	Strengths			
Economic Development	Attractions	Lakes		Lakes	Strengths			
Economic Development	Attractions	Lakes		Lakes	Strengths			
Economic Development	Attractions	Lakes		Swimming	Strengths			
Economic Development	Attractions	Lakes		Swimming hole in middle of town	Strengths			

Medicine Park

Public Input Session #1 - Collated

June 23, 2021

Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Economic Development	Attractions	Lakes		Water	Strengths			
Economic Development	Attractions	Lakes		Waterslide	Opportunities			
Economic Development	Attractions	Lakes		Water resources	Strengths		11	
Economic Development	Attractions	Nature		Attractions - Bath Lake, hiking, biking, refuge, Lake Lawtonka, laid-back attitude, scenery, Mt. Scott, small town feel, aquarium	Opportunities			
Economic Development	Attractions	Nature		Buffalo	Strengths			
Economic Development	Attractions	Nature		Deer	Strengths			
Economic Development	Attractions	Nature		Elk	Strengths			
Economic Development	Attractions	Nature		Landscape	Strengths			
Economic Development	Attractions	Nature		Longhorns	Strengths			
Economic Development	Attractions	Nature		Mountains/water/trails/climbing	Opportunities			
Economic Development	Attractions	Nature		Natural beauty	Strengths			
Economic Development	Attractions	Nature		Nature	Opportunities			
Economic Development	Attractions	Nature		Nature's amenities - hiking, biking, kayaking	Strengths			
Economic Development	Attractions	Nature		Outdoor attractions	Opportunities			
Economic Development	Attractions	Nature		Outdoors and waterfront	Opportunities			
Economic Development	Attractions	Nature		Resources - natural	Strengths		13	
Economic Development	Attractions	Refuge		Access to refuge	Opportunities			
Economic Development	Attractions	Refuge		Access to refuge	Strengths			
Economic Development	Attractions	Refuge		Access to refuge - closest mountains	Strengths			
Economic Development	Attractions	Refuge		Gateway to the Wichitas	Strengths			
Economic Development	Attractions	Refuge		Mount Scott	Strengths			
Economic Development	Attractions	Refuge		Mountains	Strengths			
Economic Development	Attractions	Refuge		Near wildlife refuge	Strengths			
Economic Development	Attractions	Refuge		Refuge	Strengths			
Economic Development	Attractions	Refuge		Refuge	Strengths			
Economic Development	Attractions	Refuge		Refuge gateway	Strengths			
Economic Development	Attractions	Refuge		Refuge/mountain bike/outdoor living	Opportunities			
Economic Development	Attractions	Refuge		Wildlife refuge	Strengths		12	
Economic Development	Attractions	?		Attractions	Strengths			
Economic Development	Attractions	?		Outdoor recreation	Strengths			
Economic Development	Attractions	?		Reason to return	Quality of Life			
Economic Development	Attractions	?		Recreation	Strengths			
Economic Development	Attractions	?		Romance	Strengths			
Economic Development	Building	?		New construction & refurb	Opportunities			
Economic Development	Business	Advertising		Advertising	Economic Development			
Economic Development	Business	Advertising		Advertising	Economic Development			
Economic Development	Business	Advertising		Advertising	Economic Development			
Economic Development	Business	Advertising		Advertising	Weaknesses			
Economic Development	Business	Advertising		Boost traffic throughout the year	Economic Development			
Economic Development	Business	Advertising		Information and advertising about businesses and things to do	Economic Development			
Economic Development	Business	Advertising		Marketing	Weaknesses			
Economic Development	Business	Advertising		Marketing, awareness of Medicine Park	Threats			

Medicine Park

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June 23, 2021

Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Economic Development	Business	Advertising		New business exposure	Opportunities			
Economic Development	Business	Advertising		Visibility/marketing	Opportunities		10	
Economic Development	Business	Grocery		Access to basic groceries	Quality of Life			
Economic Development	Business	Grocery		Access to goods/service (grocery store, laundry, pharmacy)	Economic Development			
Economic Development	Business	Grocery		Better grocery shopping	Economic Development			
Economic Development	Business	Grocery		Farmer's market	Economic Development			
Economic Development	Business	Grocery		Grocery store	Public Services			
Economic Development	Business	Grocery		Grocery store	Quality of Life			
Economic Development	Business	Grocery		Grocery store	Quality of Life			
Economic Development	Business	Grocery		Grocery store	Quality of Life			
Economic Development	Business	Grocery		Grocery store	Quality of Life			
Economic Development	Business	Grocery		Grocery store	Quality of Life			
Economic Development	Business	Grocery		Grocery store	Weaknesses			
Economic Development	Business	Grocery		Grocery store (access to groceries)	Economic Development			
Economic Development	Business	Grocery		Grocery store (access to groceries)	Economic Development			
Economic Development	Business	Grocery		Grocery store!	Weaknesses			
Economic Development	Business	Grocery		Grocery/laundromat	Weaknesses			
Economic Development	Business	Grocery		Market	Economic Development			
Economic Development	Business	Grocery		Needs food market	Opportunities			
Economic Development	Business	Grocery		No grocery/gas station/pharmacy	Weaknesses		18	
Economic Development	Business	Hours		Business open	Public Services			
Economic Development	Business	Hours		Businesses stay open longer	Opportunities			
Economic Development	Business	Hours		Consistent business hours	Economic Development			
Economic Development	Business	Hours		Consistent hours	Weaknesses			
Economic Development	Business	Hours		Consistent hours (extended)	Economic Development			
Economic Development	Business	Hours		Consistent store/restaurant hours	Economic Development			
Economic Development	Business	Hours		Hours open	Economic Development			
Economic Development	Business	Hours		If businesses not open = no reason for visitors to return	Threats			
Economic Development	Business	Hours		Limited store hours	Threats			
Economic Development	Business	Hours		Longer hours	Economic Development			
Economic Development	Business	Hours		Mon-Thurs open hours	Economic Development			
Economic Development	Business	Hours		More consistent hours/open during week	Economic Development			
Economic Development	Business	Hours		Open normal business hours	Quality of Life			
Economic Development	Business	Hours		Regular business hours	Public Services			
Economic Development	Business	Hours		return visitors (A town open)	Economic Development			
Economic Development	Business	Hours		Shops not open (hours)	Weaknesses			
Economic Development	Business	Hours		Shops open	Economic Development			
Economic Development	Business	Hours		Shops open longer	Land Use		18	
Economic Development	Business	Lodging		Overnight stays	Strengths			
Economic Development	Business	Lodging		Places to stay	Public Services		2	
Economic Development	Business	Rentals	Bicycle	Bicycle rental	Opportunities			
Economic Development	Business	Rentals	Bicycle	Bike rentals	Economic Development			
Economic Development	Business	Rentals	Equipment	Equipment rental	Economic Development			

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Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Economic Development	Business	Rentals	Golf Cart	Golf cart rental	Opportunities			
Economic Development	Business	Rentals	Golf Cart	Golf cart rentals	Economic Development			
Economic Development	Business	Rentals	Kayak	Kayak rental	Opportunities			
Economic Development	Business	Rentals		Rentals	Strengths		7	
Economic Development	Business	Restaurants	Affordable	Economical food	Economic Development			1
Economic Development	Business	Restaurants	Breakfast	A breakfast place	Economic Development			
Economic Development	Business	Restaurants	Breakfast	Breakfast	Public Services			
Economic Development	Business	Restaurants	Breakfast	Breakfast place	Weaknesses			
Economic Development	Business	Restaurants	Breakfast	Micro-brewery, winery, breakfast place	Opportunities			
Economic Development	Business	Restaurants	Breakfast	Quality breakfast place/ coffee shop	Economic Development			5
Economic Development	Business	Restaurants	Healthy	Fresh food options for dining out	Quality of Life			
Economic Development	Business	Restaurants	Healthy	Healthy menu	Quality of Life			
Economic Development	Business	Restaurants	Healthy	More healthy food options - health & wellness	Quality of Life			3
Economic Development	Business	Restaurants	Pizza	Pizza	Quality of Life			
Economic Development	Business	Restaurants	Pizza	Pizza restaurant	Economic Development			
Economic Development	Business	Restaurants	Pizza	Restaurants (pizza)	Economic Development			3
Economic Development	Business	Restaurants	Varity	Food - restaurants	Economic Development			
Economic Development	Business	Restaurants	Varity	Food variety	Quality of Life			
Economic Development	Business	Restaurants	Varity	More food	Quality of Life			
Economic Development	Business	Restaurants	Varity	More food choices	Quality of Life			
Economic Development	Business	Restaurants	Varity	More restaurants	Opportunities			
Economic Development	Business	Restaurants	Varity	More restaurants/bars	Weaknesses			
Economic Development	Business	Restaurants	Varity	New businesses/restaurants	Opportunities			
Economic Development	Business	Restaurants	Varity	To go services	Economic Development		20	8
Economic Development	Business	Store	Convenience	Convenience store/hours	Quality of Life			
Economic Development	Business	Store	Convenience	General/convenience store	Quality of Life			
Economic Development	Business	Store	Convenience	Need a sundries store	Weaknesses			
Economic Development	Business	Store	Gas Station	Gas station	Quality of Life			
Economic Development	Business	Store	Gas Station	Gas stations	Economic Development			
Economic Development	Business	Store	Hardware	Hardware store	Economic Development			
Economic Development	Business	Store	?	Business growth	Opportunities			
Economic Development	Business	Store	?	Businesses	Economic Development			
Economic Development	Business	Store	?	Businesses	Quality of Life			
Economic Development	Business	Store	?	More business	Economic Development			
Economic Development	Business	Store	?	More variety of shops	Economic Development			
Economic Development	Business	Store	?	New business	Land Use			
Economic Development	Business	Store	?	New businesses overall	Opportunities			
Economic Development	Business	Store	?	Putt putt	Opportunities			
Economic Development	Business	Store	?	Shops/Jobs	Strengths			
Economic Development	Business	Store	?	Store	Land Use			
Economic Development	Business	Store	?	Stores	Economic Development		17	
Economic Development	Business			Bike tours	Opportunities			

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Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Economic Development	Business			Business development that fits our niche	Opportunities			
Economic Development	Business			Business friendly town hall	Economic Development			
Economic Development	Business			Communication (call back) from local businesses	Economic Development			
Economic Development	Business			Consistent foot traffic	Weaknesses			
Economic Development	Business			Customers	Economic Development			
Economic Development	Business			Customers	Economic Development			
Economic Development	Business			Economic opportunities for growth	Opportunities			
Economic Development	Business			Employees	Economic Development			
Economic Development	Business			Employees needed	Economic Development			
Economic Development	Business			Golf cart roads/night paths	Quality of Life			
Economic Development	Business			Grant programs for small business	Public Services			
Economic Development	Business			Jobs are fun	Opportunities			
Economic Development	Business			Less costly to start business	Opportunities			
Economic Development	Business			Low tax basis - limited business	Threats			
Economic Development	Business			Make it easy to open new business	Economic Development			
Economic Development	Business			Mom & pop businesses	Strengths			
Economic Development	Business			Movie industry	Opportunities			
Economic Development	Business			New business	Opportunities			
Economic Development	Business			Regulatory environment = expensive/difficult to establish new business	Threats			
Economic Development	Business			Sales tax money	Opportunities			
Economic Development	Business			Seasonal sales hard on new businesses	Threats			
Economic Development	Business			Steady traffic	Public Services			
Economic Development	Business			Supply chain access	Economic Development			
Economic Development	Business			Untapped resources	Strengths			
Economic Development	Business			Why do we have businesses? Do we really want to be a tourist town?	Land Use			
Economic Development	Business			Winter business	Economic Development			
Economic Development	business			Young hirees	Economic Development	28		
Economic Development	History	Image	Native American	Native American presence & culture	Strengths			
Economic Development	History	Image		Capitalizing on local history (keeping the theme)	Strengths			
Economic Development	History	Image		Historic town	Strengths			
Economic Development	History	Image		History	Strengths			
Economic Development	History	Image		History	Strengths			
Economic Development	History	Image		History	Strengths			
Economic Development	History	Image		History	Strengths			
Economic Development	History	Image		History - surrounded by it - Fort Sill, Native American, Commanche Museum, great plains	Strengths			
Economic Development	History	Image		Setting/history	Opportunities			
Economic Development	History	Image		Town map with history etc.	Economic Development		10	
Economic Development	Location			Location	Strengths			
Economic Development	Location			Location	Strengths			
Economic Development	Location			Location	Strengths			
Economic Development	Location			Location - highways	Strengths			

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Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Economic Development	Location			Location/proximity to major cities & Fort Sill	Strengths			
Economic Development	Location			People want to be here and live here	Opportunities			
Economic Development	Location			Proximity to highway & amenities	Strengths			
Economic Development	Location			Proximity to I-44 & major metro areas (Dallas, OKC, Wichita Falls)	Strengths			
Economic Development	Location			Proximity to wildlife refuge	Strengths			
Economic Development	Location			Retirement location but convenient	Opportunities			
Economic Development	Location			We are a crossroads	Strengths			
Economic Development	Location			Work from home	Opportunities	12		
Economic Development	Trends			Trends - variety of offerings (moving from retirement community to younger demographic)	Opportunities			
Economic Development	Visitors	Advertising		Attracting visitors through festivals, events, whos, shops	Strengths			
Economic Development	Visitors	Advertisiing		Increase new visitors	Opportunities			
Economic Development	Visitors	Advertising		Number of tourists	Strengths			
Economic Development	Visitors	Advertising		Winter traffic	Economic Development			
Economic Development	visitors	Advertising		Year round customers	Economic Development			
Economic Development	Visitors	Information	Signage	Information - signs (to direct people)	Weaknesses			
Economic Development	Visitors	Information	Signage	More signs	Weaknesses			
Economic Development	Visitors	Information		Lack of info for visitors	Weaknesses			
Economic Development	Visitors	Lodging		Lodging	Economic Development			
Economic Development	Visitors			Incentive for hike & bike patrons	Economic Development			
Economic Development	Visitors			Overcrowding	Weaknesses			
Economic Development	Visitors			Reluctance to increase tourism	Weaknesses			
Economic Development	Visitors			Tourism	Opportunities			
Economic Development	Visitors			Tourism	Opportunities			
Economic Development	Visitors			Tourism	Strengths			
Economic Development	Visitors			Tourism	Strengths			
Economic Development	Visitors			Tourism	Threats			
Economic Development	Visitors			Tourism/growth/more guest stays	Opportunities			
Economic Development	visitors			What do visitors need - Somewhere else to go. - Leave us alone.	Quality of Life	20		
Land Use	Attractions	Park		Park for kids	Quality of Life			
Land Use	Attractions	Park		Park Luna	Quality of Life			
Land Use	Attractions	Park		Park/playground	Land Use			
Land Use	Attractions	Park		Parks & recs	Weaknesses			
Land Use	Attractions	Park		Playground	Quality of Life		5	
Land Use	Attractions	Trails		Bike/hiking paths	Strengths			
Land Use	Attractions	Trails		Creek/trails/refuge	Opportunities			
Land Use	Attractions	Trails		Trail expansions	Opportunities			
Land Use	Attractions	Trails		Trail system	Strengths			
Land Use	Attractions	Trails		Trails	Strengths		5	
Land Use	Attractions	Walking		Great place to walk	Strengths			
Land Use	Attractions	Walking		Walkability	Land Use		2	
Land Use	Attractions			Ramp for kayaks/canoes	Land Use	13		

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June 23, 2021

Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Land Use	Business	Zoning		More areas for commercial business	Opportunities			
Land Use	Business	Zoning		More business areas	Economic Development			
Land Use	Business	Zoning		More business districts	Economic Development			
Land Use	Business	Zoning		Zoning	Economic Development			
Land Use	Business	Zoning		Zoning	Threats			
Land Use	Business	Zoning		Zoning	Weaknesses		6	
Land Use	Housing	Affordability	Long-Term Rentals	Lack of long-term affordable rental property	Weaknesses			
Land Use	Housing	Affordability		Affordable	Strengths			
Land Use	Housing	Affordability		Affordable housing	Land Use			
Land Use	Housing	Affordability		Cost of housing	Weaknesses			
Land Use	Housing	Affordability		Lack of affordable housing	Weaknesses			
Land Use	Housing	Affordability		Low-income housing	Economic Development			
Land Use	Housing	Affordability		No affordable housing	Threats			
Land Use	Housing	Affordability		OK and US economy	Threats			
Land Use	Housing	Affordability		Only well-off people	Threats		9	
Land Use	Housing			Housing	Public Services			
Land Use	Housing			Lack of real estate	Threats			
Land Use	Housing			Local population size (tax base)	Weaknesses			
Land Use	Housing			Real estate	Opportunities	4		
Land Use	Location			Expansion	Opportunities			
Land Use	Location			Geographically limited	Threats			
Land Use	Location			Landlocked/geographic barriers	Weaknesses			
Land Use	Location			Room for growth	Weaknesses			
Land Use	Location			Space	Weaknesses			
Land Use	Location			Space	Weaknesses	6		
Public Service	Location			Highway access	Strengths			
Public Service	Location			Accessibility	Threats	2		
Public Service	Transportation	Shuttles		Shuttles	Public Services			
Public Service	Transportation			New roads, landscaping around town	Strengths	2		
Public Service	Communication	Information		Better communication with residents	Public Services			
Public Service	Communication	Information		Consolidating information	Public Services			
Public Service	Communication	Information		Information center/maps	Public Services			
Public Service	Communication	Information		Social media	Strengths			
Public Service	Communication	Information		Visitor info center	Public Services		5	
Public Service	Communication	Signage		Better marketing - signage	Public Services			
Public Service	Communication	Signage		New signage	Quality of Life			
Public Service	Communication	Signage		Sign for post office - city hall	Weaknesses			
Public Service	Communication	Signage		Signage	Economic Development			
Public Service	Communication	Signage		Signage	Public Services			
Public Service	Communication	Signage		Signage	Weaknesses			
Public Service	Communication	Signage		Signage on 49 & wayfinding	Economic Development			
Public Service	Communication	Signage		Signs	Public Services			
Public Service	Communication	Signage		Visibility/communication (all forms)	Quality of Life			

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Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Public Service	Communication	Signage		Way points (directions)	Public Services			
Public Service	Communication	Signage		Wayfinding signs	Land Use		11	
Public Service	Infrastructure	Lighting		Lighted designated walkways	Public Services			
Public Service	Infrastructure	Lighting		Lighting	Public Services		2	
Public Service	Infrastructure	Roads	Curbs	Strengths - curbs?	Weaknesses			
Public Service	Infrastructure	Roads	Speed bumps	Speeding - bumps?	Weaknesses			
Public Service	Infrastructure	Roads	Widewalks	Roads/sidewalks	Weaknesses			
Public Service	Infrastructure	Roads		Better roads	Public Services			
Public Service	Infrastructure	Roads		Good roads	Land Use			
Public Service	Infrastructure	Roads		Good roads	Public Services			
Public Service	Infrastructure	Roads		Pave E. Lake Dr	Economic Development			
Public Service	Infrastructure	Roads		Repair roads	Quality of Life			
Public Service	Infrastructure	Roads		Repave roads	Opportunities			
Public Service	Infrastructure	Roads		Road improvement	Public Services			
Public Service	Infrastructure	Roads		Road repairs needed	Weaknesses			
Public Service	Infrastructure	Roads		Roads	Land Use			
Public Service	Infrastructure	Roads		Roads	Land Use			
Public Service	Infrastructure	Roads		Roads	Land Use			
Public Service	Infrastructure	Roads		Roads	Public Services			
Public Service	Infrastructure	Roads		Roads	Quality of Life			
Public Service	Infrastructure	Roads		Roads	Threats			
Public Service	Infrastructure	Roads		Roads	Weaknesses		18	
Public Service	Infrastructure	Sewer		Sewer improvement	Public Services			
Public Service	Infrastructure	Sewer		Sewer lagoon	Weaknesses		2	
Public Service	Infrastructure	Sidewalks		Linking sidewalks	Economic Development			
Public Service	Infrastructure	Sidewalks		No sidewalks	Weaknesses			
Public Service	Infrastructure	Sidewalks		Sidewalk	Land Use			
Public Service	Infrastructure	Sidewalks		Sidewalks	Economic Development			
Public Service	Infrastructure	Sidewalks		Sidewalks	Public Services			
Public Service	Infrastructure	Sidewalks		Sidewalks	Public Services			
Public Service	Infrastructure	Sidewalks		Sidewalks	Quality of Life			
Public Service	Infrastructure	Sidewalks		Sidewalks	Weaknesses		8	
Public Service	Infrastructure	Water		Big rock water	Public Services			
Public Service	Infrastructure	Water		Water management	Weaknesses			
Public Service	Infrastructure	Water		Water pressure	Public Services			
Public Service	Infrastructure	Water		Water purity	Threats		4	
Public Service	Infrastructure			Attention to local infrastructure	Strengths			
Public Service	Infrastructure			Better means for free electricity for better overhead for better pay/more employees	Economic Development			
Public Service	Infrastructure			Can current infrastructure handle new development?	Weaknesses			
Public Service	Infrastructure			Improvements to infrastructure	Opportunities			
Public Service	Infrastructure			Infrastructure	Threats			
Public Service	Infrastructure			Infrastructure	Threats			

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Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Public Service	Infrastructure			Infrastructure	Weaknesses			
Public Service	Infrastructure			Infrastructure	Weaknesses			
Public Service	Infrastructure			Infrastructure	Weaknesses			
Public Service	Infrastructure			Infrastructure - roads, water, sewer	Weaknesses			
Public Service	Infrastructure			Lack infrastructure	Threats			
Public Service	Infrastructure			Need utilities before placement of roads	Weaknesses			
Public Service	Infrastructure			New power sources for adventure trails	Quality of Life			
Public Service	Infrastructure			Power supply, water supply	Threats			
Public Service	Infrastructure			Reliable infrastructure	Public Services	15		
Public Service	Parking			Limited parking	Threats			
Public Service	Parking			More parking	Quality of Life			
Public Service	Parking			Parking	Economic Development			
Public Service	Parking			Parking	Land Use			
Public Service	Parking			Parking	Land Use			
Public Service	Parking			Parking	Land Use			
Public Service	Parking			Parking	Public Services			
Public Service	Parking			Parking	Public Services			
Public Service	Parking			Parking	Public Services			
Public Service	Parking			Parking	Public Services			
Public Service	Parking			Parking	Public Services			
Public Service	Parking			Parking	Public Services			
Public Service	Parking			Parking	Public Services			
Public Service	Parking			Parking	Public Services			
Public Service	Parking			Parking	Quality of Life			
Public Service	Parking			Parking	Threats			
Public Service	Parking			Parking	Weaknesses			
Public Service	Parking			Parking	Weaknesses			
Public Service	Parking			Parking	Weaknesses			
Public Service	Parking			Parking	Weaknesses			
Public Service	Parking			Parking	Weaknesses			
Public Service	Parking			Parking	Weaknesses			
Public Service	Parking			Parking/lodging	Weaknesses			
Public Service	Parking			Traffic/parking	Threats	25		
Public Service	Public Service	ADA		Access for people with disabilities	Public Services			
Public Service	Public Service	ADA		Lack of Americans with Disabilities Act access	Weaknesses			
Public Service	Public Service	Bathrooms	Showers	Bathrooms/shower	Public Services			
Public Service	Public Service	Bathrooms	Showers	Bathrooms/showers	Public Services			
Public Service	Public Service	Bathrooms	Showers	Restrooms with showers	Weaknesses			
Public Service	Public Service	Bathrooms	Showers	Restrooms/showers	Quality of Life			
Public Service	Public Service	Bathrooms		Bathroom	Public Services			
Public Service	Public Service	Bathrooms		Bathrooms	Land Use			
Public Service	Public Service	Bathrooms		Bathrooms	Weaknesses			

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Public Service	Public Service	Bathrooms		Bathrooms	Weaknesses			
Public Service	Public Service	Bathrooms		Bathrooms	Weaknesses			
Public Service	Public Service	Bathrooms		Clean bathrooms	Economic Development			
Public Service	Public Service	Bathrooms		Plumbing > bathrooms	Public Services			
Public Service	Public Service	Bathrooms		Public bathroom	Economic Development			
Public Service	Public Service	Bathrooms		Public restrooms - not a port-a-pottie	Land Use			
Public Service	Public Service	Bathrooms		Restrooms	Public Services			
Public Service	Public Service	Bathrooms		Restrooms	Public Services			
Public Service	Public Service	Bathrooms		Restrooms	Public Services			
Public Service	Public Service	Bathrooms		Restrooms	Weaknesses			
Public Service	Public Service	Bathrooms		Restrooms	Weaknesses		18	
Public Service	Public Service	Electric		Electric car charging	Opportunities		1	
Public Service	Public Service	Lighting		Lack of street lights except for Christmas	Strengths			
Public Service	Public Service	Lighting		Need LED street lights	Weaknesses		2	
Public Service	Public Service	Trash		2nd trash day	Public Services			
Public Service	Public Service	Trash		Trash cans	Public Services		2	
Public Service	Public Service			Facilities/public services	Weaknesses			
Public Service	Public Service			Mail delivery	Public Services			
Public Service	Public Service			Need to add road access entering town	Weaknesses		3	
Public Service	Safety	ADA		Handicap disability access	Quality of Life			
Public Service	Safety	Fire		Fire & police services	Public Services			
Public Service	Safety	Fire		Firemen	Strengths			
Public Service	Safety	Police		Alcohol consumption on streets/accidents/public drunkenness	Threats			
Public Service	Safety	Police		Biker gangs	Threats			
Public Service	Safety	Police		Lack of police/money to hire	Weaknesses			
Public Service	Safety	Police		Low crime	Strengths			
Public Service	Safety	Police		Low crime rate	Strengths			
Public Service	Safety	Police		Police	Strengths			
Public Service	Safety	Police		Police presence	Public Services			
Public Service	Safety	Traffic		Speed bumps	Public Services			
Public Service	Safety	Traffic		Speed bumps E Lake	Quality of Life			
Public Service	Safety	Traffic		Traffic control while maintaining access	Weaknesses			
Public Service	Safety	Traffic		Traffic control/roads	Weaknesses			
Public Service	Safety	Traffic		Traffic flow	Public Services			
Public Service	Safety	Traffic		Traffic flow/safety	Weaknesses			
Public Service	Safety	Walkable		Walkable town on weekends at least	Opportunities			
Public Service	Safety			Alcohol regs	Public Services			
Public Service	Safety			Dead animal pickup	Public Services			
Public Service	Safety			Electric lines down	Threats			
Public Service	Safety			Fixing Gondola Dam	Threats			
Public Service	Safety			Flooding	Threats			
Public Service	Safety			Numbers on houses	Public Services			
Public Service	Safety			Pandemic	Threats			

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Public Service	Safety			Public safety	Quality of Life			
Public Service	Safety			Safety	Public Services			
Public Service	Safety			Safety	Quality of Life			
Public Service	Safety			Snakes/raccoons	Threats			
Public Service	Safety			Terrorism	Threats			
Public Service	Safety			Too many mosquitos	Weaknesses			
Public Service	Safety			Tourists should have designated walkways!	Public Services	31		
Public Service	Town Government			Access to employees	Economic Development			
Public Service	Town Government			Avoid/stop over-regulation	Economic Development			
Public Service	Town Government			Budget?	Threats			
Public Service	Town Government			Clear consistent regulations	Economic Development			
Public Service	Town Government			Financial goal - How much money does our town need to make to survive	Economic Development			
Public Service	Town Government			Handling of finances	Strengths			
Public Service	Town Government			Less regulations	Economic Development			
Public Service	Town Government			Leverage municipal resources to support & grow local business	Economic Development			
Public Service	Town Government			Missing city manager	Weaknesses			
Public Service	Town Government			Money resources	Weaknesses			
Public Service	Town Government			Need help garnering external support	Weaknesses			
Public Service	Town Government			Not taking care of Bath Lake	Threats			
Public Service	Town Government			Professional	Strengths			
Public Service	Town Government			Small town staff	Strengths			
Public Service	Town Government			Strong leadership	Public Services			
Public Service	Town Government			Strong regional relations	Strengths			
Public Service	Town Government			Too much growth at once	Threats			
Public Service	Town Government			Transparency of tax dollars	Public Services	18		
Public Service	Transportation			Commuter services	Opportunities			
Public Service	Transportation			Transportation (mobility)	Public Services			
Public Service	Transportation			Trolley	Economic Development			
Public Service	Transportation			Trolley/tours	Opportunities			
Public Service	Transportation			Trolley	Public Services	5		
Quality of Life	Amenities			Better acoustics in event center	Public Services	1		
Quality of Life	Beautification			Beautification	Quality of Life			
Quality of Life	Beautification			Community garden	Land Use			
Quality of Life	Beautification			Landscaping on east side of Bath Lake	Opportunities			
Quality of Life	Beautification			Streetscaping	Quality of Life			
Quality of Life	Beautification			Weedeating	Land Use	5		
Quality of Life	Culture	Drama		Community infighting	Threats			
Quality of Life	Culture	Drama		Factionalism within the community - lots of passion, limited united vision	Weaknesses			
Quality of Life	Culture	Drama		infighting	Weaknesses			
Quality of Life	Culture	Drama		Keep it Medicine Park	Threats			
Quality of Life	Culture	Drama		Lawsuits	Threats			

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Focus Area	Primary Sort	Secondary Sort	Tertiary Sort	Raw Data	Raw Focus Area	Ct	Ct	Ct
Quality of Life	Culture	Drama		Less drama	Quality of Life			
Quality of Life	Culture	Drama		Potential lawsuits	Threats			
Quality of Life	Culture	Drama		Small town drama	Weaknesses			
Quality of Life	Culture	Drama		Small town feuds	Threats		9	
Quality of Life	Culture	Poor Condition		Derelict properties	Threats			
Quality of Life	Culture	Poor Condition		Junkyards	Threats			
Quality of Life	Culture	Poor Condition		Probate issues	Threats			
Quality of Life	Culture	Poor Condition		Trashy areas	Weaknesses		4	
Quality of Life	Culture			A sense of community	Quality of Life			
Quality of Life	Culture			Camaraderie	Quality of Life			
Quality of Life	Culture			Community camaraderie	Opportunities			
Quality of Life	Culture			More diversity	Quality of Life			
Quality of Life	Culture			Music/theatre/art/wellness	Opportunities			
Quality of Life	Culture			Noise level (weekends)	Threats			
Quality of Life	Culture			Trust/transparency	Threats			
Quality of Life	Culture			Unity	Weaknesses	8		
Quality of Life	Dark Sky			Dark skies	Land Use			
Quality of Life	Dark Sky			Dark sky lighting	Quality of Life			
Quality of Life	Dark Sky			Dark Sky Town destination	Opportunities	3		
Quality of Life	Diversity			Diverse population	Strengths			
Quality of Life	Diversity			Diversity of people & talents	Strengths	2		
Quality of Life	Family	Activities	Children	Activities for children	Quality of Life			
Quality of Life	Family	Activities	Children	More kid-friendly activities	Quality of Life			
Quality of Life	Family	Activities	Children	Not enough activities for children/adults	Weaknesses			
Quality of Life	Family	Activities	Youth	Not much for kids/teens	Weaknesses			
Quality of Life	Family	Activities	Youth	Recreational opportunities for youth	Weaknesses			
Quality of Life	Family	Activities		Family activities	Opportunities			
Quality of Life	Family	Activities		Family activities	Quality of Life			
Quality of Life	Family	Activities		Family activities/businesses/children's activities	Weaknesses			
Quality of Life	Family			Family oriented	Strengths	9		
Quality of Life	Involvement	Volunteers		Additional volunteers	Weaknesses			
Quality of Life	Involvement	Volunteers		Ask and more people will volunteer	Opportunities			
Quality of Life	Involvement	Volunteers		Dedicated volunteers	Strengths			
Quality of Life	Involvement	Volunteers		Formal volunteer bank (hub)	Public Services			
Quality of Life	Involvement	Volunteers		Volunteer opportunity/builds pride	Opportunities			
Quality of Life	Involvement	Volunteers		Volunteer organization	Weaknesses			
Quality of Life	Involvement	Volunteers		Volunteer recognition program	Weaknesses			
Quality of Life	Involvement	Volunteers		Volunteers overtasked & staff	Weaknesses		8	
Quality of Life	Involvement			A lot of people who want to make things happen	Strengths			
Quality of Life	Involvement			Buy in	Quality of Life			
Quality of Life	Involvement			Citizen community involvement	Strengths			
Quality of Life	Involvement			Common goals	Weaknesses			
Quality of Life	Involvement			Community	Strengths			

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Quality of Life	Involvement			Community events	Quality of Life			
Quality of Life	Involvement			Community participation	Strengths			
Quality of Life	Involvement			Community planning	Threats			
Quality of Life	Involvement			Helping elderly/disabled with chores	Opportunities			
Quality of Life	Involvement			Local community support	Strengths			
Quality of Life	Involvement			Local support	Economic Development			
Quality of Life	Involvement			More community gatherings	Quality of Life			
Quality of Life	Involvement			People who want to get involved	Strengths			
Quality of Life	Involvement			Tightly knit - through differing opinions	Strengths			
Quality of Life	Involvement			Work together with citizens	Economic Development	23		
Quality of Life	Military			Fort Sill	Strengths			
Quality of Life	Military			Fort Sill no longer honoring sound curfew	Threats			
Quality of Life	Military			Military	Strengths	3		
Quality of Life	Public Service	Internet		5G	Economic Development			
Quality of Life	Public Service	Internet		5G connectivity	Opportunities			
Quality of Life	Public Service	Internet		5G internet	Public Services			
Quality of Life	Public Service	Internet		Better internet	Opportunities			
Quality of Life	Public Service	Internet		Better internet	Public Services			
Quality of Life	Public Service	Internet		Better internet	Quality of Life			
Quality of Life	Public Service	Internet		Connectivity	Weaknesses			
Quality of Life	Public Service	Internet		Fast internet	Quality of Life			
Quality of Life	Public Service	Internet		Faster internet	Public Services			
Quality of Life	Public Service	Internet		High speed internet	Quality of Life			
Quality of Life	Public Service	Internet		Internet speed	Threats			
Quality of Life	Public Service	Internet		Internet stability	Weaknesses		12	
Quality of Life	Quality of Life	Clinic		Clinic	Land Use			
Quality of Life	Quality of Life	Clinic		Clinic	Opportunities			
Quality of Life	Quality of Life	Clinic		Clinic opening?	Public Services		3	
Quality of Life	Quality of Life	Walkable		Foot traffic	Economic Development			
Quality of Life	Quality of Life	Walkable		Walkable	Strengths		2	
Quality of Life	Quality of Life			Access to post office & clinic without highway	Weaknesses			
Quality of Life	Quality of Life			Environment, community, opportunity	Opportunities			
Quality of Life	Quality of Life			Fewer invasive species in their town	Economic Development			
Quality of Life	Quality of Life			Less weekend interruption	Economic Development			
Quality of Life	Quality of Life			Noise control	Quality of Life			
Quality of Life	Quality of Life			Quality of life	Quality of Life	6		
Quality of Life	Town Government	Communication	Residential	Need more communication with residents	Weaknesses			
Quality of Life	Town Government			Lower business taxes	Economic Development			
Quality of Life	Town Government			Lower taxes	Economic Development			
Quality of Life	Town Government			Property taxes	Economic Development			
Quality of Life	Town Government			Taxation w/o benefits	Economic Development	5		
Quality of Life	Unique	Friendly		Friendly	Strengths			
Quality of Life	Unique	Friendly		Friendly citizens/town culture	Strengths			

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Quality of Life	Unique	Friendly		People	Strengths			
Quality of Life	Unique			Balancing unique with future	Threats			
Quality of Life	Unique			Cobblestone (unique)	Strengths			
Quality of Life	Unique			It's a nice place to be	Opportunities			
Quality of Life	Unique			More local art	Economic Development			
Quality of Life	Unique			Murals/Instagramable places in town - free advertising - attracts young people	Economic Development			
Quality of Life	Unique			Natural beauty/Unique atmosphere	Strengths			
Quality of Life	Unique			Neat place	Strengths			
Quality of Life	Unique			No competition	Strengths			
Quality of Life	Unique			Small, quirky, beautiful, and different	Opportunities			
Quality of Life	Unique			Unique	Opportunities			
Quality of Life	Unique			Unique environment	Strengths			
Quality of Life	Unique			Unique town with cobblestone & creek & trails	Strengths			
Quality of Life	Unique			Unique, quirky, groovy	Strengths	16		