

**QUALITY OF LIFE COMMITTEE**  
*draft 11-25-07*

**Goal: Engage all cultures and communities to develop goals, strategic actions, recommendations, that demonstrate respect for all cultures and support healthy communities and families and provide measures of success**

<b>Strategic Action</b>	<b>Participants responsible for completing action</b>	<b>Anticipated completion date</b>
Develop a plan for Roundtable <i>engagement with SE AK communities to develop a regional strategy to improve quality of life</i>		Initial plan by December 2007; more complete by February 2008.
Focus collaborative efforts on the smaller communities to help define their unique role in the regional strategy and building on their rich historical, western and Native cultures		
Promote an <i>integrated regional brand and marketing strategy</i> for Southeast Alaska by creating legal basis and institutions to implant the branding initiative	ESC & QLC	
Through the regional branding program promote Southeastern Alaska as, as a unique place, with a business friendly environment and a place to raise families, a place to visit, to secure goods and services and for scientific research.	ESC & QOL	
	ESC & QLC	Initial information by February 2008.
Maintain effective and stable <i>community leadership</i> and retention of <i>young leaders</i> .	ESC & QLC	
Identify ways to retain <i>families</i> in urban and rural communities.	ESC & QLC	
Encourage <i>positive interrelationships between rural/village and urban communities</i> in the region.	ESC & QLC	
Sponsor <i>community forums</i> and regular public opinion <i>research</i> (indicators, polling, focus groups, community	ESC & QLC	

forums, etc.) to understand and monitor changes in how residents understand and perceive their quality of life.		
Advocate for <i>affordable cost of living</i> in all communities, considering housing, utilities, health care, transportation, telecommunications, and other needs basic to a high quality of life and opportunity for prosperity.	ESC & QLC	
Assess <i>how current and new industries contribute the quality of life</i> , who benefits, and how we capture those benefits.	ESC & QLC	
<i>Coordinate</i> with Economic Sustainability Committee	ESC & QLC	Nov 2008 meeting