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# COMMUNITY MEETING SUMMARY

## PART II



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## ASSET IDENTIFICATION SUMMARY

### WHAT IS ASSET IDENTIFICATION?

Asset identification is a community exercise both to inform facilitators of potential resources and to let participants consider the skills, groups, and hidden resources existant in their community. The ultimate goal is to form linkages among those groups to mobilize those assets. Results will help in maximizing these linkages in design recommendations.

### HOW DID THE COMMUNITY IDENTIFY INTERLAKEN'S ASSETS?

Facilitators lead a group brainstorming session, asking participants to suggest resources in broadly-defined categories such as "physical," "groups," and "intangible." Participants were encouraged to flesh out each other's suggestions. Afterward, facilitators reorganized the responses into categories.

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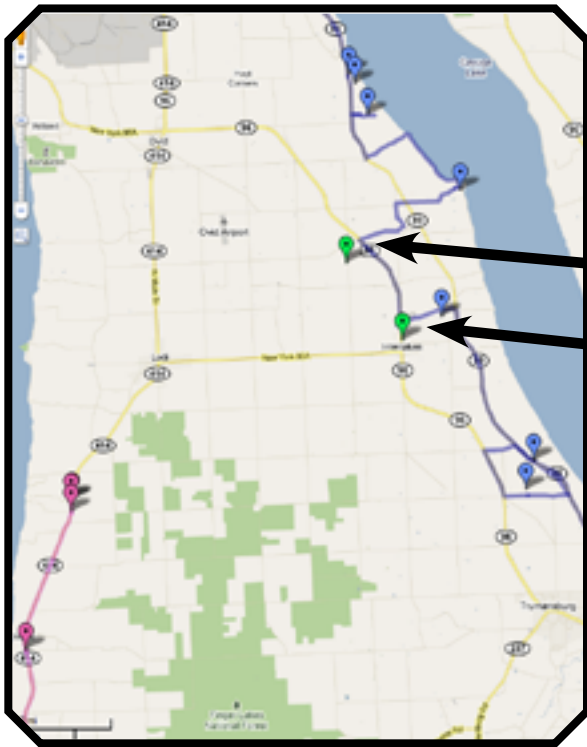
## ASSET CATEGORIES

<b>Local Business and Industry</b>	The business list was expanded and mapped.
<b>Regional Tourism Draws</b>	Tourism draws included outdoor recreation and wine and cheese trails.
<b>Clubs</b>	Clubs can be sources of volunteers, skills, or engines of community interaction.
<b>Social Aspects</b>	Social aspects include population groups that could be linked.
<b>Interests</b>	This includes special interests and qualities Interlaken contains.
<b>Programming</b>	Programming includes festivals and fairs.
<b>Other Untapped</b>	This includes assets and resources that might not be fully utilized.



# REGIONAL TOURISM DRAWS

## WINE AND CHEESE



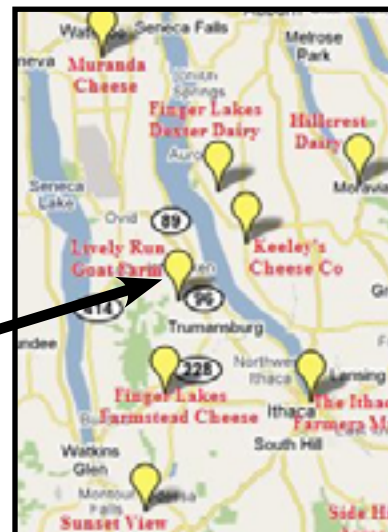
**BLUE:** Cayuga Wine Trail

**PINK:** Seneca Wine Trail

**GREEN:**

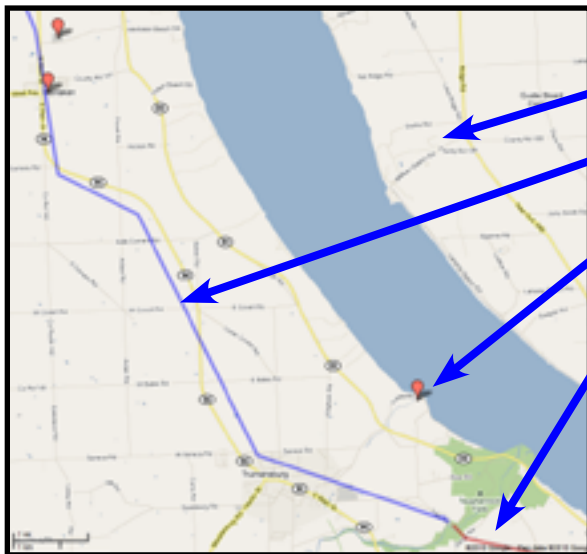
Hayward House B & B

Glass Magnolia B & B



### CHEESE TRAIL

Lively Run Goat Farm



Cayuga Lake

Lehigh Valley RR

Camp Barton

Black Diamond Trail

Cemetery

Memorial Garden



## OUTDOOR RECREATION

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## CLUBS AND GROUPS

GREEN THUMB GARDEN CLUB

COMMUNITY ACTION GROUP

INTERLAKEN HISTORICAL SOCIETY

CUB SCOUTS/BOY SCOUTS

BETWEEN THE LAKES THEATRE GROUP

## SOCIAL ASPECTS

NEW FAMILIES

SENIOR CITIZENS

NEARBY GROWING AMISH COMMUNITY

BICYCLERS

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## INTERESTS AND QUALITIES

HISTORY AND INTERLAKEN'S RICH, HISTORIC CHARACTER

DRAMA

VISUAL ARTS

MUSIC

CHURCH AND FAITH

## PROGRAMMING

OLDE HOME DAY

REFORM CHURCH 5K RUN

COMMUNITY HALLOWEEN PARTY

CAR SHOW

OLD-FASHIONED PLOW DAYS

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## UNTAPPED RESOURCES

INTERLAKEN'S STATUS AS "CROSSROADS"

NEARBY ROADSIDE CRAFT STANDS

Small roadside craft stands could be advertised in Interlaken, increasing tourism, or roadside sellers could centralize in unused building.

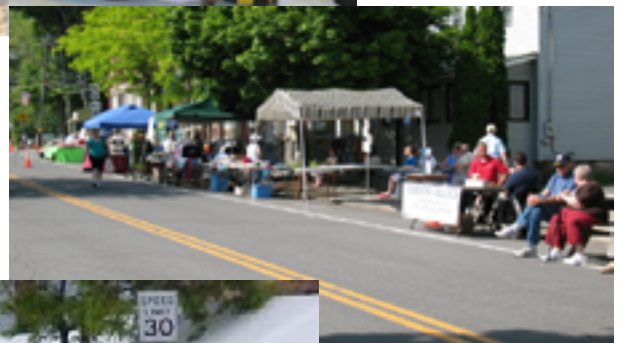


WEBSITE

FACEBOOK

CONNECTING CHILDREN, FAMILIES, AND SENIORS

Organization could be set up to foster community among generations.



LANDFILL AS A RESOURCE?

Trucks driving to landfill could use services Interlaken provides.

