

**Meeting of Village of Minong Planning Committee**  
**February 26, 2002**

SWOT (Strengths, Weaknesses, Opportunities, & Threats) Analysis

**Strengths**

1. Village has own zoning
2. Good school system
3. Good police, fire, and ambulance service
4. Quiet and safe community
5. Relative location (good access)
6. People potential
7. Recreational trails
8. Campgrounds & Lakes (4 seasons)
9. Health facilities
10. Recycling center
11. Bank

**Weaknesses**

1. Lack of cooperation between businesses and citizens
2. High taxes
3. High water bills
4. Lack of shopping facilities
5. Lack of housing (low to middle class)
6. Pay scale too low
7. Too many of same businesses & not enough people to support them
8. Lack of land
9. Lack of money
10. No chamber of commerce
11. No natural gas
12. Lack of transportation services
13. Lack of entertainment facilities in village

**Opportunities**

1. Attraction of new businesses
2. Develop marketing materials to attract new people and businesses
3. Develop a chamber of commerce
4. Plan to attract people
5. Look into grant possibilities
6. Beautification efforts
7. Selling of municipal bonds

**Threats**

1. Lack of motivation
2. Loss of jobs & businesses
3. Lack of planning for future growth
4. Distance to major medical centers
5. Loss of revenue
6. Power factors