



Strategic Planning Efforts

22nd District Agricultural Association
Board of Directors
May 11, 2021

Focused on Initial Key Areas

- Create the “Lens”
- Based on the provided direction from the board, draft strategic goals and objectives.
- Outline the action steps and timeline of moving the strategic planning process forward.
- Report routinely to the full board, engaging the board in the strategic action plan.
- Plan future strategic planning sessions and workshops

Upcoming Items for Future Meetings & Discussion

- Turn the Values into action statements
 - *Return to board for further discussion, review, and ultimately adoption*
- Revise the Mission statement and create a Vision statement
 - *Return to board for further discussion, review, and ultimately adoption*
- Create a Purpose statement
 - *Return to board for further discussion, review, and ultimately adoption*
- Draft Strategic Goals
 - *Return to board for further discussion, review, and ultimately adoption*

Direction Statements Leading to Strategic Goals

- Create public/private partnerships in order to address infrastructure improvements, generating revenue and upgrading the buildings and grounds.
- Treat the fairgrounds as an ecosystem where all activities are complimentary of each other.
- Investigate the possibility of hosting a professional sports team.
- Raise the bar in design and construction of buildings and infrastructure to meet the flood plain challenges.
- Create a filter to evaluate potential uses of the fairgrounds.

- Articulate processes by which we can evaluate opportunities.
- Continue the evaluation and assessment of the organization.
- Create an environmentally responsible plan for the fairgrounds.
- Engage in master planning, evaluating highest and best uses, environmental sensitivities and pragmatically plan for what can be accomplished.
- Create a business plan, master plan and financing plan.

Direction for Strategic Goal Setting

- Rebuilding and planning for recovery
- Create plans leading to financial self-sustainability
- Evolve to incorporate new uses that support the self-sustaining business plan and mission of the organization
- Be environmentally responsible and good stewards of the fairgrounds
- Understand our current limits, current requirements, requests of other partners, and requirements of regulatory agencies
- Engage neighbors, county, civic leaders in support

Next Steps

- ✓ Prepare notes from the April 23rd session
- June
 - Prepare a draft filter, or lens, for the organization
- July
 - Prepare draft strategic goals and objectives
 - Create a timetable outlining the planning process steps and action plan
 - Seek stakeholder input and review
- August
 - Make adjustments to lens and strategic goals

