

Minutes

1.19.21— WJFF Strategic Planning Work Group Meeting

(Online Zoom meeting)

Committee members present: Clay Smith, Colette Ballew, Amy Brightfield, Dick Riseling, Doug Sandberg, Kristina Smith, James Lomax, Michael Williams, Sara Stuart, Thane Peterson

Staff present: Tim Bruno

Committee members absent: Duncan Cooper

The meeting was called to order at 6:04pm

The committee reviewed and discussed the detailed Strategic Planning process and timeline and reached agreement on next steps and how the work would flow across the next 10 months.

The planning process is broken into 5 key areas: Clarifying Vision, Voice and Mission, Preparing a SWOT analysis, Identifying strategic priorities, Developing 5 year goals and finalizing the strategic plan and implementation

In order to share the work, a leadership team made up of 4-7 member will for a subgroup to lead this section of the process. After discussing each key area. Committee members indicated their first and second choices for which leadership group they would like to join.

Clay will take this information and determine the leadership groups members.

The meeting was adjourned at 6:55ppm