

Strategic Planning Workshop—January 8, 2020

“What actions does the Manistee DDA need to take in the next 12-18 months to move the DDA forward?”

EXECUTE DEVELOPMENT AGREEMENTS	IMPROVE DDA ORGANIZATIONAL PROCESSES		INCREASE PUBLIC RELATIONS	INCREASE COLLABORATIVE EFFORTS	FINALIZE AND IMPLEMENT TIF PLAN	SUPPORT VIABILITY AND SUCCESS OF STAKEHOLDERS	DECIDE OUTSOURCING STRATEGY
As illustrated by:	As illustrated by:	As illustrated by:	As illustrated by:	As illustrated by:	As illustrated by:	As illustrated by:	As illustrated by:
<ul style="list-style-type: none"> • Develop Formal Agreement on Gateway • Develop Agreement with WSCC on Parking • Develop Agreement with WSCC on Riverwalk 	<ul style="list-style-type: none"> • Clarify Board Expectations (internal) • Clarify External Board Expectation • Prioritize and/or eliminate tasks or programs not covered today • Empower staff to promote success • Hold work sessions for discussion • Seat 2 new board members • Finalize Organization Structure 	<ul style="list-style-type: none"> • Act decisively & take action • Adapt to Change • Laser Focus on Mission • Prioritize our Resources (tasks) • Give Direction to resources • Empower the Exec. Director • Resolve Committee Structure 	<ul style="list-style-type: none"> • Increase visibility in the community • Adopt New Brand • Celebrate our successes & strengths • Develop PR Campaign • Build Pride in the DDA 	<ul style="list-style-type: none"> • Improve relationships & regain trust with partners • Engage with other organizations • Utilize other Resources (external) • Build Chamber Relationship 	<ul style="list-style-type: none"> • Get Development Plan adopted • Develop Bonding Plan • Improve visual appeal of River Street 	<ul style="list-style-type: none"> • Increase stakeholder participation "Buy in" • Retain existing Businesses 	<ul style="list-style-type: none"> • Decide DDAs role in events • Develop Housing Strategy/ Contract



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