

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

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