

# AGENDA

## VMGAC Strategic Planning Meeting

November 12, 2016, 8:30-10:30 a.m.

Parks and Recreation Office, 2740 A Street

Purpose: To prioritize work associated with the Veteran's Memorial Garden over the next five years. Work during this meeting will be used as the foundation for the development of a draft strategic plan for review and potential adoption at the Council's January meeting.

8:30 – 8:45	Review of: <ul style="list-style-type: none"><li>• Schedule and process</li><li>• Ground rules</li><li>• Discussion topics</li></ul>
8:45 – 9:15	Break out into 2 groups: <ol style="list-style-type: none"><li>1) Facilities/Infrastructure</li><li>2) Marketing/Events</li></ol> Small group discussion to review issues and identify action items. Actions should be “SMART” – Specific, Measurable, Attainable, Realistic, and Time-Bound
9:15 – 9:40	Small groups fill out matrix: level of importance, cost, how easy/difficult
9:40 – 9:50	Break
9:50 – 10:00	Report out to large group (staff)
10:00 – 10:10	Dot exercise to prioritize projects – 1 red dot (5 points each), 4 green dots (2 points each) for each Council member
10:10 – 10:20	Summary (Lynn)
10:20 – 10:30	Wrap up, next steps (Nicole)

## **Proposed Ground Rules for Discussion**

1. Follow timeline, start/end on time
2. Cell phones – silent
3. Focus discussion on agreed-upon discussion items
4. Stay on topic
5. Keep an open mind
6. Don't dominate discussion
7. No re-design of master plan

## DISCUSSION ITEMS

### Facilities/Infrastructure Small Group (Large Conference Room):

Staff: Jerry, David

- Elements to incorporate into master plan:
  - Landscaping – the flowering crabs are starting to age out and some of the other trees and shrubs are overgrowing the space
  - Irrigation – system is aging
  - Relocation of service flags – the former flag burning station is going to be transitioned to the post-911 monument and it will displace the service flags
  - Monuments – need plan for ongoing care
- Vietnam and Korean War brick holders – the Vietnam and Korean War brick holders are nearing capacity
- Transition from old to new brick-holder style – we have the design for the new brick holders and we need to determine how we implement them

### Marketing/Events Small Group (Small Conference Room):

Staff: Lynn, Chris, Christie

- Events - need to determine sustainable number of and budget for annual events (Memorial Day, Brick of Honor dedication, Veteran's Day – formal vs. informal)
- Development of marketing/promotions plan – need to determine media, cost, funding
- Interactive directory software – do we want to move forward with acquisition of this software?
- Friends group and fundraising – should there be a separate fundraising and event group?
- Segregation of donations – infrastructure and materials vs. programming and marketing, budget needed for programming and marketing, approval for expenditures