



Board of Directors Agenda Report

MEETING DATE: MAY 27, 2021 ITEM NUMBER: 9B

SUBJECT: Review and Discuss Initial Planning Documents for the Board of Directors Strategic Planning Session and Vote on Next Steps

DATE: May 21, 2021

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

RECOMMENDATION

At the Board of Director's discretion.

BACKGROUND

At the April 22, 2021 meeting, the Board of Directors discussed initiating a strategic planning process. During that discussion, Board members provided input on the structure of the planning session, the timing, the scope and the critical topics to include. The Board approved the following:

- Development of a 3-year strategic plan
- Two 4-hour planning sessions to be facilitated by staff outside of a regular Board meeting in the Fall
- Pre-planning prior to the 2021 OC Fair to include information gathering from Board members and Board input on survey questions for stakeholders
- Critical topics to include in the strategic plan: capital needs/master site plan, public programming, EQC study, educational assets, revenue diversification, and the Centennial Farm Foundation and Heroes Hall Veterans Foundation.

Staff will present a draft of an information gathering questionnaire for Board members to review and vote on.

Board members will also discuss questions to include in an anonymous survey to the public.