



Wayland Main Street/DDA

Strategic Planning 2020

January 11, 2020

8:00am-12:00pm

Wayland City Hall, Council Chambers

1. Introduction (8:00am-8:20am)

- a. Coffee and donuts available

2. New Business (8:20am-9:00am)

- a. Conpoto Contract Discussion
- b. Discussion and election for new officers (need full slate)

3. Organizational Evaluation (9:00am-10:00am)

- a. Board Member Reflection
 - i. Why did you join the board?
 - ii. How were you hoping to contribute?
 - iii. What are you passionate about for the DDA district?
- b. Assessment
 - i. Where has WMSDDA come from, who are we now, and where do we want to be?

4. 2020 Goals (10:00am-11:30am)

- a. Identify goals for the DDA Board
- b. Identify goals for the Main Street Director

When looking at creating new goals for the coming year make sure they align with the Main Street Transformation Strategy we established

5. Board Development (11:30am-12:00pm)

- a. Accountability measures for yearly goals