

Strategic Planning
Agenda
Saturday January 12, 2019
Conducted by Hormann & Associates
Meeting Location 1301 K St., Suite G
Meeting Time 9 a.m. to 1 p.m.

- Introductions
- Planning exercises
 - Stakeholder Analysis
 - Stakeholder Expectations
 - SWOT Matrix (Strengths, Weaknesses, Opportunities, and Threats)
 - Confirming Priorities
- Organizational Priorities
 - DID Purpose
 - Avoiding duplication of effort
 - What are the opportunities for working together and how
 - Events
 - Business marketing vs Downtown marketing
 - Partnerships
 - Administration costs
- What is your Promise Brand

Break

EXECUTIVE SESSION

- Accomplishing the confirmed priorities – Organization & Board
 - How are they accomplished
 - Staffing
 - Board involvement
 - Coordination with DMP
- Moving Forward - Wrap-up

DECLARATION OF POSTING

This is to certify that on January 4, 2019; at 2:00 p.m., Jeffrey Newberry posted a copy of the agenda for the Downtown Improvement District Strategic Planning Meeting on Saturday, January 12, 2019 at Rank Investigations, 1301 K St., Suite G, Modesto, CA. and on the agenda window at 1022 J St., Modesto, CA.

Nancy Young