

Fiscal Year 15-16 Strategic Plan Continue to Focus – Consistent Message

1. Technical Advisory Panel (TAP)

Goal: to have one TAP in the next year

Action Steps:

- Meaningful project
- Client committed to the outcomes
- Identify potential projects and ULI leadership

2. Advisory Board

Goal: to develop a meaningful role

Action steps:

- Engagement of the Board
- Ideas on expanding the mission of ULI in Idaho
- Advisory Board volunteer commitments

3. Healthy Communities Initiative Council

Goal: to determine the future mission

Action Steps:

- Reconvene
- Update members
- Future mission

4. Next 1000 Action Group

Goal: to determine if there is still a need for such a group

Action steps:

- Discuss future with City
- Decide on next steps
- New leadership

5. YLG

Goal: to reenergize and expand the membership

Action steps:

- Reach out to existing and potential members
- Identify meaningful activities
- Organize one ULI program

6. Vista Avenue Healthy Corridor grant

Goal: to support the success of the grant

Action steps:

- Support locally
- Engage the broader membership
- Provide one program

7. Programs

Goal: to continue consistent and focused programming

Action Steps:

- 3 large programs (1 in Northern Idaho-Spokane market)
- 4-6 mid-sized programs
- 6-8 brown bags-tour
- 1 program event each month

8. Membership:

Goal: Expand membership to 200

Action Steps:

- Relevant programs
- Engagement of members
- Expansion in the Idaho-Spokane market

9. Communication Strategy

Goal: to have strategic communications

Action Steps:

- Periodic reporting
- Point person
- Develop social media

10. Sponsorship

Goal: to have maintain and expand sponsorships

Action Steps:

- Point person
- Sales pitch