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## MEMORANDUM

### Parks and Recreation Strategic Retreat Agenda

March 27, 2023, 1-4 pm Campbell County Recreation Center

1. Review MVV **15 minutes**
  - a. Mission
    - i. Why do we exist?
  - b. Vision
    - i. What do we aspire to be?
  - c. Values
    - i. What values are core to our mission and vision?
2. SWOT analysis **30 minutes**
  - a. Strengths (What are our current strengths)
  - b. Weaknesses (What are our internal weaknesses)
  - c. Opportunities (What could we do in the future we don't currently do or offer)
  - d. Threats (What limits us as an organization from and external perspective?)
3. New Programs and Directions **30 minutes**
  - a. Past 5 years stats
  - b. Campbell County demographic trends
  - c. National Recreation trends
  - d. What could we offer that we don't currently?
  - e. Master Plan
  - f. Any new strategies
4. Strengthening Existing programs and services **30 minutes**
  - a. What's going well?
  - b. What needs attention?
  - c. What should we stop?
5. Board Issues **30 minutes**
  - a. Roles & Responsibilities
  - b. Board Performance
  - c. Involvement
  - d. Recruitment

*Enriching lives in Campbell County by providing high quality parks, recreation programs, facilities and services.*

6. Document Review **60 minutes**
  - a. Policies
  - b. Bylaws
  - c. Monthly Agenda
    - i. New Financial Report Format
7. Open Discussion **45 minutes**