

Strategic Planning Advisory Committee Minutes

June 24, 2021

1. Call to order: Hybrid meeting was called to order at 9 am by Chair, Morrell Delcher.
2. Attendees:
 - Dr. Collette Horn, Board Liaison
 - Morrell Delcher, Chairperson
 - Bernie McGorry, Co-chairperson
 - Jenny Cropper-Rines
 - Rob Kiesling
 - Helen Johnson
 - Josh Davis
3. Announcements: Welcome new member, Gary Miller.
4. Approval of Minutes from May 27, 2021: Approved as sent with minor correction on date (5/27 vs. 5/24)
5. Action Items follow Up/Discussion:

SWOT

Meeting outcome with Executive Committee shared. Good engagement. Additional input will be requested from committee members by July 15.

Overall consensus noted among strengths and weaknesses among department heads. Weaknesses discussed by committee, specifically board term length, leadership turnover as identified in SWOT.

Opportunities reflect more specific department needs as expected.

Threats primarily identified as social media distraction, natural disaster potential.

BENCHMARKING

Chair will spreadsheet data provided by committee members benchmarking report.

CORE VALUES

Helen Johnson presented findings on core values research. Five values were suggested:

- Collaboration
- Accountability
- Integrity
- Respect

- Sustainability

Agreed that proposed values reflect current needs and priorities of membership and could serve as guiding principles for decision making. Collette Horn will take as suggestion to Board.

Add core values to survey? Seek community input? Want to avoid a too long survey. Would be interesting to see how community would prioritize suggested values. Possible inclusion.

SURVEY

Objective: Obtain input from OP members on long range plan for OP.

General discussion about survey process and questions to be included. Important for committee to 'go slow to go fast' to ensure a good survey.

- Survey will assist in identification of what is or is not important.
- Opportunity to rank core values
- Prioritize future opportunities.
- Obtain an NPS score. How likely would you recommend OP to friends and family?
- What demographics to collect: age, number in household, renters, grandchildren
- Survey will take 20 minutes to complete.
- Possibly include one open ended question.
- How will survey be shared? Email? Post? Drop boxes in the community? Want to ensure everyone has an opportunity to provide input.

General discussion regarding Survey Monkey. This could require financial expenditure. Recommendation made to take to GM/Board as something that can be used not for this committee alone and prove beneficial to OPA.

6. Action items

Bernie will draft a survey for committee review by 7/15. We may have a mid-month meeting to review.

Jenny will provide questions from previous survey to include as appropriate by 7/15

Colette will request time at next BOD meeting (7/21) to review strategic plan update and continue to engage BOD

Target to field survey by mid-August

Moe will summarize benchmarking. Committee members should provide their benchmarking summaries.

7. Next Meeting: July 22, 2021 @ 9 AM. Same hybrid format. Rob volunteered to take minutes.