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**MEMORANDUM**

**DATE:** November 9, 2017  
**TO:** MGSA Board of Directors  
**FROM:** Michael S. Frank, Executive Officer  
**SUBJECT:** MGSA Strategic Planning Workshop

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Recommendation

Discuss and develop a mission statement, goals, and a Strategic Plan for MGSA for Board approval at the January Board Meeting.

Discussion

At the August 29, 2017 Special Meeting, the Board expressed a desire to discuss strategically where MGSA is headed as an organization. Members of the Board also mentioned understanding better the scale and scope of MGSA programs. At the September 29, 2017 meeting, the Board clarified their desires and discussed having a Strategic Planning Document.

The purpose of this Retreat is to have a broad discussion regarding the status of MGSA, create a common understanding of history and programs, and develop a mission statement and Strategic Plan.

Attachment

1. Draft Strategic Plan Retreat Agenda



## Strategic Planning Retreat Agenda

Thursday November 9, 2017

10:00 am to 2:00 pm

- I. Welcome
- II. Agenda and Purpose Review
- III. Context Setting
- IV. Program Review
  - a. Abandoned Vehicle Abatement
  - b. Animal Care and Control
  - c. Marin Climate and Energy Partnership (MCEP)
  - d. MarinMap GIS
  - e. MCSTOPPP
  - f. Mediation
  - g. Streetlight Maintenance
  - h. Streetlight - Telecommunications
  - i. Taxicab Regulation

**Break (Approximate)**

- V. SWOT Lite
- VI. Vision Discussion
- VII. Purpose and Mission Development

**Lunch**

- VIII. Goals and Strategic Plan Development
- IX. Next Steps
- X. Wrap Up