

Strategic Planning Workshop 1

A Quorum of the City Commission of the City of Richmond
may attend the meeting of the Board of Directors –
Development Corporation of Richmond
*Wednesday, December 7, 2016 – 11:00 AM –
Conference Room, 600 Morton Street, Richmond, Texas*

1. Welcome and Introductions

- ▶ Opening remarks by President Evalyn Moore.

2. Workshop Purpose and Objectives

- ▶ Overview presentation by Gary Mitchell and Luis Núñez, Kendig Keast Collaborative.
- ▶ Ground Rules for workshop.

3. Looking Back

- ▶ Major community and economic development accomplishments in Richmond last 10 years.
- ▶ Review and discussion of Issues/Actions Matrix – items to add, remove or adjust.
- ▶ Things considered or set out to do but did not accomplish. Why?

4. Looking Ahead

- ▶ Refresh of 2013 Strengths / Weaknesses / Opportunities / Threats (SWOT):
 - › Community Assets and Liabilities
 - › Relevant Trends
 - › Opportunities and Challenges (near term and longer range)
 - › Potential “game changers”?
 - › What do you control, influence, not control?
- ▶ Refresh of 2013 Vision Statement, Mission Statement and Guiding Principles – validate, add or adjust.

5. Where to Focus

- ▶ DCR’s role – core functions and mandates.
 - › Other strategic needs and potential initiatives.
 - › Other “Wish List” items to consider.
 - › What mostly determines what you do as an organization?
- ▶ Review and discussion of previous action prioritization results, especially as reflected in the City’s Comprehensive Master Plan.
- ▶ Preliminary action prioritization exercise.

› Review relative to Accomplishments and Opportunities/Challenges above and “EMT” (Energy, Money, Time) considerations.

6. Getting it Done

- ▶ Current DCR authorities, capabilities, tools and resources.
 - › City and DCR roles and coordination.
- ▶ Other potential players and partners in achieving DCR’s vision and mission and advancing key initiatives.
- ▶ Obstacles to overcome, and other factors that may influence strategic priorities.

7. Wrap-Up and Next Steps

- ▶ Workshop 2 – Friday, January 27, 2017 (determine time)
(review and refinement of draft Strategic Plan).

8. Adjourn