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Board Retreat Agenda

LaShana Lewis <lashana@saintlouisdna.org>

Thu, Feb 6, 2020 at 10:22 AM

To: Alexander Hurst <alexander@saintlouisdna.org>, Dan <dpistor@hotmail.com>, Jace Brotherton <jacebrotherton@gmail.com>, James Page <james@saintlouisdna.org>, Melanie Fries <melanie@saintlouisdna.org>, "Wynder, Howard" <hwynder45@gmail.com>

Hello all,

Thanks to Dan for providing the copy of last year's Board Retreat agenda as a template. Since the Board Officer nominations are out of the way, we have a healthy gap in the schedule. I'm going to make the suggestion that we use it to break for lunch, which might give us a reprieve and a moment to get to know each other.

Here's my suggested agenda:

- **Location:** Covo St. Louis (401 Pine Street)
- **Date/Time:** Saturday, Feb 8th @ 9:00AM
- **Agenda:**
 - Document Signings
 - Board Packet
 - 2019 Events/Initiatives Review
 - * *Lunch Break* * (local restaurant OR delivery)
 - SWOT Analysis
 - 2020 Goals & Objectives
 - Budget for 2020
- **Adjournment:** Approximately 3:00PM

EXPLANATION OF AGENDA

Document Signings

This is exactly what it sounds like. Lots of documents to sign as official board members with DNA.

Board Packet

Includes the relevant documents, resources, and articles related to the operations within DNA. During this time, we usually assign tasks to board members for reference and clarity.

2019 Events/Initiatives Review

A quick review of 2019 events, some of the wins and notes for improvement. We'll address the heavy hitters (i.e. Taste of St. Louis, SPARK, etc.) and address the smaller events (i.e. Happy Hours) as well as readdress our commitment to tie in closer with other organizations in the area (i.e. DSI, Mayor's Office, SLACO, etc.). I've attached an email I sent last year that leaned towards this concept, loosely.

*** Lunch ***

James, given that I don't think this will take up much of the \$500 budget limit, I can see us allowing a group lunch at a reasonable cost for this, if we so choose. I, unfortunately, have to attend something work-related during that time, so will not be able to attend the lunch.

SWOT Analysis

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis is a template often used by organizations to more accurately assess the aforementioned topics and concrete a strategic plan. For the Retreat, it can be used to help us chart a path going forward (thus why the Goals & Objectives portion is underneath this section). Then, a portion of each monthly board meeting can be used as a way to re-evaluate where we are, in the interim, and address different needs of the community based on the SWOT analysis.

For a summary and explanation of what a SWOT analysis looks like for neighborhood associations, see the following site: <https://www.useful-community-development.org/SWOT-analysis.html>

2020 Goals & Objectives

Another section that is exactly what it sounds like. I'm sure many of us have great suggestions on where we should steer the initiatives of DNA into 2020. Hopefully the SWOT analysis would have given us a pathway.

Budget 2020

Melanie, thank you for taking the lead here. I wanted to save this for the latter portion so that we can build on whatever thoughts, ideas, and/or concepts we have (and lessons learned) to bring into the budgetary section. The hope is that the SWOT analysis would also help guide us. By this time, we'll have a clear idea on how we want to shape costs for the year. If we have time, we can squeeze in the calendar, but we can also save it for a future board meeting or approach this over email.

All - As always, open for questions, comments, or concerns.

Thanks,

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LaShana Lewis

Board of Directors

St. Louis Downtown Neighborhood Association

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Membership&BoardObjectives.pdf

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