

LGAA STRATEGIC PLAN 2010-2012

FOCUS AREA	STRATEGIC DIRECTION	ACTIONS	BY WHOM & BY WHEN
Annual Conference & AGM	<ul style="list-style-type: none"> • Increase annual conference attendance • Requirement to hold AGM 	<ul style="list-style-type: none"> • Ensure trade show exhibitors are varied and applicable • Timely conference notification • Cost effective participation (registration fees, location) • Must deal with or address current issues • Encourage non members to attend • Zones to participate • Review evaluations/feedback 	<p>Yearly action of First Vice President and Conference Committee. Yearly action of Board through budget process.</p> <p>Board Review Focus Area Sept 2012</p>
Membership	<ul style="list-style-type: none"> • Representation of all municipalities at zone meetings. • Expand services for members • Attract new members • Increase members appreciation, support & satisfaction of and for the association • Strive for membership from each municipality 	<ul style="list-style-type: none"> • Maintain Membership • Contact lists are updated & provided to membership on an annual basis • Provide a members resource column/section in newsletters and website • Zone meeting reports • Quality activities • Encourage all municipalities to send representation to zone meetings. • Invite non-members to zone meetings 	<p>Ongoing action of Board</p> <p>Board Review Focus Area Sept 2010</p>

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<p>Membership cont'd</p>		<ul style="list-style-type: none"> • Welcome new administration – early personal contact • Communications • Provide education sessions • Conduct members survey • Site Locations • Identify champions to promote the Association • Develop strategic alliances • Succession planning • Encourage joint ventures 	
<p>Improve Relationships and Raise Profile of the LGAA with Provincial Departments and Elected Organizations</p>	<ul style="list-style-type: none"> • Influence with Government Department decisions • Corresponding LGAA views to Municipal Affairs Deputy Minister or ADM Staff • Gain higher profile with elected people and associations • Increased provincial government relationships, recognition, and support • Promote LGAA to elected officials 	<ul style="list-style-type: none"> • Establish relations with Deputy Ministers, Assistant Deputy Ministers • Meet with AUMA/AMD&C as required • Offer to provincial departments and AUMA/AMD&C to become <i>more</i> involved in the decision making process (ie: task forces and focus groups) • Invite department staff and officials to meet at zone meetings and conference • Respond to inquiries of key current and future issues on a timely basis • Trade show booth at AUMA conference and assist as required at AUMA elections. • Trade show booth at AMD&C • Establish Ad Hoc Committees for Special Projects 	<p>President takes the lead role, assistance from Board and membership.</p> <p>Board Review Focus Area Sept 2010</p> <p>Every 2nd year (2010)</p>

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Policies and Procedures	<ul style="list-style-type: none"> • Policies, roles and responsibilities are clearly defined 	<ul style="list-style-type: none"> • Record Board decisions in policy format • Apply review date to each policy and procedure • Link strategic plan to agenda, to policies and to budget. 	<p>President and Board, Bylaw and Legislative Committee Various time periods for review of each policy.</p> <p>Board Review Focus Area Sept 2012</p>
Communication to Membership	<ul style="list-style-type: none"> • High quality communications • Facilitate networking and information sharing among members and agencies • Enhance website utilization techniques 	<ul style="list-style-type: none"> • LGAA Board updates at zone meetings • Web page • Email • Newsletter • Trade show booth • Zone group e-mails • Links to relevant web sites • Personal contacts – Board to Members • Best practices • Calendar of events on website 	<p>Ongoing Membership & Marketing Committee Zone Directors Secretary - Treasurer Communications Coordinator</p> <p>Board Review Focus Area Sept 2010</p>
Financial Planning	<ul style="list-style-type: none"> • Financial Stability • Review policies related to budget 	<ul style="list-style-type: none"> • Explore new revenue generators • Develop a financial strategic plan 	<p>This is part of ongoing financial operations. We have policies. Does not need to be in Strat Plan, unless changes occur.</p> <p>Board Review Focus Area Sept 2012</p>