

2004 Strategic Planning Session

January 21st, 2004

Attendees: Wilbur Thomas, Bob Dean, Dan Reuter, Edie Kalweit, John Escritt, Alan Wichman and Mary Swanstrom

A casual, yet important meeting, to brainstorm issues of future import to HBC. Held at 6:30 PM and going until 10 PM dinner was purchased for participants from Fat Lorenzos to the tune of just less than \$50.

Items discussed:

Long term goals-3 years

Rides-improvement of present ones

- Of particular concern was the Fall Cloverleaf. Different Name?
- Different Date? New restaurant affiliation? Ideas surfacing:
- Hiawatha Cloverleaf-as name. Labor Day as the date. Open to more thought, future discussion.

Identify HBC goals and who's responsible for reaching them

- Who are we? A civic league. Look at our mission statement and determine our direction from there.

Do we want to change our operating year? Presently it is not coincident

- With the calendar year. Alan suggested starting in April and Wilbur suggested making it coincident with the calendar year. What does it buy us to change it? Suspend action presently.

Do we need to diversify our income sources? How might we do that?

A new ride on Memorial Day? Or perhaps a May Day Ride?

Around calendar issues we discussed volunteer behavior reinforcement.

- Do we want volunteer appreciation in the fall and the Annual Mtg. In the winter?

We addressed some marketing issues.