

BVA Strategic Plan Summary 2017

Tim and Jan want to take this opportunity to thank all of you for your readiness to participate, your work efforts, your time and willingness to work toward a positive outcome that will enhance BVA.

Strengths

Environment Monty / Sharon

-meaningful info, healthy living addressed, consultative aspect, skill / knowledge facets, passion, eye on the relevant issues, activities give *value for membership \$, committee crossover...communications*

Neighbourhood Watch Susan / Gary / Harold

-skill / knowledge facet safety support, issue based, liaison to TPS and related groups, *value for membership \$, committee crossover...communications*

Executive Courtney / Debbie

-managerial accounting system, Dec. year end, communicates budget regularly, consolidation of Pay Pal, committee crossover
-governance ...timed agenda, electronic reports, Roberts Rules of Order

Communications Judi / Ken

-social updates, info for community, regular and timely, variety of modes...web, newsletter, eblast, twitter, (directory), *value for membership \$, committee crossover*

Membership / Volunteers Jane / Jean / Judi

-attracts new members, renews existing members, is the foundation of BVA, prepares directory, draws advertising, enlists volunteers for committees, *value for membership \$*

Event Social Jan / Harold

-social events...tangible / visible, *value for membership \$, inclusive / increased...culturally, young family activities, common purpose, connectivity, committee crossover, community co-partners heightening BVA presence*

MAGA David

-stand up / advocate for community, skill / knowledge based re processes, political, transportation, development, BVA presence, heightened BVA image and interest, submissions, critical eye on issues, *value for membership \$, crossover with communications*

Weaknesses

Environment Monty / Sharon

-issues not meaningful or measurable to all, apathy,not viewed as attainable, too much personal effort, volunteer support low, councillor, bylaws, government regs, requires time to educate, repetition

Neighbourhood Watch Susan / Gary / Harold

-town houses, apartments re communication barriers, apathy, unavailable police support, renters not home owners empty houses

Executive Courtney / Debbie

-cash flow, directory advertising payments after printing
-governance...Roberts rules of Order misunderstood requiring more / clearer explanation

Communications Judi / Ken

-possible committee overlap re an issue, timing, perception, balance of crossover / input,tidbits of knowledge is power which can be misused, issues cascade internally to committees

Membership / Volunteers Jane / Jean / Judi

-knocking on doors, people power...personal approach, work load, delivery strategies, funds re same, need marketing plan, why join reasons, directory to limited numbers...worth \$ bang for their buck

Events Jan / Harold

-available funds, venues, timely marketing, people power, definition of member / non member (guests) re fees / tracking

MAGA David

-more committee members, volunteers, re research, prep, attending and speaking up at community meetings, rallying neighbours re issues / funds..replenishing

Opportunities

Environment Monty / Sharon

-engage FONTRA for environment, educate, gov't. connections, resurface block parents

Neighbourhood Watch Susan / Gary / Harold

-guidelines for residents to help themselves, partnerships with TPS, in home info sessions, speakers, more visibility, awareness, attract members

Executive Courtney / Debbie

-could add coupons to newsletters re advertising (as well as directory), time line for payment, possible penalty costs, pay before published

Communications Judi / Ken

-social invite, committee collaboration, share knowledge, skills

Membership / Volunteers Jane / Jean / Judi

-get involved in community, market BVA, harness youth (volunteer hours), appeal to new comers, inclusion...grow membership

Events Jan / Harold

-connectivity, increased membership...volunteerism...exec.path,social / pleasure...new / past friends, monthly events

MAGA David

-input into new development, variances...wider audience

Threats

Environment Monty / Sharon

-lack of volunteers, apathy, funds, succession planning

Neighbourhood Watch Susan / Gary / Harold

-budget, availability of TPS, speakers, expertise, succession planning

Executive Courtney / Debbie

-councillor...re duplication of events

Communications Judi / Ken

-loss of people power...strong voice, succession planning

Membership / Volunteers Jane / Jean / Judi

-attracting cultural groups, young families, teens, clear mission, loss of people power, councillor duplication, isolation, loss of marketing re advertising

Events Jan / Harold

-possible blocking of ideas, events, anterior motives, lack of vision or understanding, measured risk taking, availability of funds, venues, timely communication, apathy re planning and attendance

MAGA David

-declining BVA membership, voice strength in numbers...Wizard of Oz

Notables : (Issues, Action Items, things to consider / debate)

Declining enrolment

Annual budget process

Value for \$25

Succession Planning

Operating in isolation

Build reserves

Block Captains

Marketing

Volunteers...recruit people power

Membership follow up

top down / bottom up!

Advertising extensions

The strength is in the whole and only as weak as the weakest link!

All spokes strengthen the wheel!