

## Strategic Issues for the Wisconsin Downtown Action Council

1. Given our HR constraints, how can we make the transition to an effective state-wide organization?
2. Given the increased competition for the financing of non-profit organizations, how can we secure a diverse and dependable funding base for WDAC?
3. In the light of the many existing/emerging organizations serving downtowns, how can WDAC distinguish itself and avoid duplication of service?
4. Considering that no other organization is focused on all Wisconsin downtowns, what can we do to position ourselves as the primary state-wide resource for Downtown revitalization revitalization?
5. How should WDAC prioritize its resources between its support for members and non-members? (While supporting all WI downtowns).
6. With all potential members located throughout the state, how can we make each community feel included?
7. There are many new and existing organizations with an interest in downtown revitalization. How can WDAC work (cooperate/collaborate) with organizations?
8. Given our low membership, what can be done to increase the number of active members?
9. How can we facilitate networking and opportunities with organizations throughout the state?

### Strategic issues that can be grouped together:

3 and 4, 5 and 6, 7 and 9

### Strategic Themes

- Funding
  - Pledging
- Human Resources
  - New board
  - Staff
  - By laws
  - Operating Plan
- Partnership/Collaboration
- Membership Development
- Branding
- Networking/Peer Learning/Info Sharing

## Other Issues

- How do we meet members' expectations for services/service delivery?
- How can WDAC enlist the support of its members?
- How can WDAC articulate the need for downtowns to critical stakeholders such as municipalities, etc?
- How can we measure our effectiveness, and use the knowledge generated to improve our services?

We also discussed criteria for selecting a new board and the need to provide board training. Finally, we agreed that we had completed the critical aspects of our strategic planning process and that the next step should involve a facilitated one day retreat with our members. The goal of the retreat would be to get input and buy-in from our members, Potential objectives for the retreat could include:

- Adopt a mission statement
- Discuss strategies for implementation
- Enlist support of the membership for implementation
- Attract potential board members