

DOWNTOWN DEVELOPMENT AUTHORITY
STRATEGIC PLANNING AGENDA
Friday, August 16, 2019
8:00AM – 2:00PM
City Opera House
106 E. Front Street – Overture Room – 3rd Floor
Traverse City, MI 49684, Second Floor
www.downtowntc.com

Information and minutes are available from the DDA CEO, 303 East State Street, Suite C, Traverse City, MI 49684, (231) 922-2050. If you are planning to attend the meeting and are handicapped requiring special assistance; please notify the DDA CEO as soon as possible.

1. Roll Call
2. Opening Remarks (Jean)
3. Strategy Process/Execution Rhythm Overview (Eric Okerstrom)
4. Define Strategic Content (Board)
 - Mission
 - Vision
 - SWOT
 - Strategic Objectives

Break – Noon for Lunch (served in Overture Room)

5. Execution Model Overview (Eric)
6. Wrap up / Next Steps (Jean)
7. Public Comment
8. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA CEO has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA office.