Agenda

Visioning and Goal Setting Workshop

Ardmore Initiative

Wednesday, November 1, 2017

**Junior League offices. 25 E Lancaster Ave., Community Room, second floor**

5:30 Arrive for dinner

6:00 Welcome and Introductions—Christine Vilardo and Joe Petrucci

6:05 Agenda for the evening—Donna Ann Harris

6:10 Review of Retail Market Analysis and Business Recruitment Plan—Marie Suvansin

6:25 Review of results of SWOT Analysis Workshop—Donna Ann Harris

6:30 Newspaper exercise: What will downtown Ardmore be like in 5 years if we work hard? Small group work

6:50 Small group presentations from Newspaper exercise

7:07 Individual Work: everyone will review the current mission statement, hand in revisions

7:10 Small Group Work, divide into small groups of 4, each group edits and add to list of projects for Family Friendly activities, businesses, and retail promotions

7:20 Report out, discussion

7:30 Small Group Work: divide into small groups of 4, each group edits and add to list of projects for Specialty Foods and Dining: activities businesses, and retail promotions

7:40 Report out, discussion

7:50 Small Group Work: divide into small groups of 4, each group edits and add to list of projects for Experiential Retail: activities businesses, and retail promotions

8:00 Report out, discussion

8:10 Small Group Work: Organizational sustainability: how we will we pay for this?

8:20 Report out, discussion

8:30 General discussion about the work ahead

8:45 Wrap up and review. Next step: write the new 2018-2023 Strategic Plan for Executive

Committee December 7 and Board review December 12

9:00 Depart