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MISSION RESOURCE CONSERVATION DISTRICT
BOARD OF DIRECTORS & STAFF
Planning Retreat
Palomares House – 1815 S Stagecoach Lane
Fallbrook CA
March 23, 2018

AGENDA

8:30 Arrive/refreshments

9:00 Welcome and Introductions

Discuss the organizational assessment/retreat report

10:00 Business planning: the next 2 to 5 years

- What is the desired future the RCD is working to create?
- How can the current programs evolve to advance this vision?
- Evaluate current programs and possible new opportunities:
Customer segments, value proposition, key activities, key Resources, key partnerships, cost structure, and revenue potential

12:00 Lunch

1:00 Visibility and organizational evolution

- How can we leverage out building to serve programmatic needs?
- What other investments in staff capacity are needed? How can The board evolve to best serve the RCD's needs? How can board and Staff be more connected?
- What kind of visibility, with which audiences, will help the RCD achieve its goals? What is our marketing strategy to reach our customers? (sales channels)

3:45 Closing and Next Steps

4:00 Adjourn

