

# San Juan County Conservation Land Bank - Strategic Planning Retreat

## FINAL AGENDA

**Thur., Dec. 14 and Fri. Dec. 15, 2023**

San Juan Island Grange  
152 1<sup>st</sup> St. N.  
Friday Harbor, WA

### Invited Attendees

All Commissioners and staff.

### Overall Retreat Goal

Collectively design a six-year inspirational strategic plan for the San Juan County Conservation Land Bank that includes broadly supported vision and mission statements, as well as specific goals to achieve them.

### Desired Outcomes

1. Build relationships and strengthen organizational knowledge.
2. Recognize the work that is being done and celebrate accomplishments.
3. Share the current state of the organization.
4. Come to agreement on high level vision, mission, measurable goals and strategies for inclusion in first draft of Six-Year Strategic Plan. Identify next steps for clarification and implementation.
5. Identify Year One priority actions.

## DAY ONE

THURSDAY, DECEMBER 14		
TIME	ACTIVITY	LEAD
7:30 90 min	<b>Pre-retreat meeting to hold district by district conversations; Breakfast provided</b>	
9:00 AM 15 min	<b>Retreat Transition and Sign-in</b>	All
9:15 AM 15 min	<b>Welcome and Agenda Review</b> <ul style="list-style-type: none"><li>• Welcome</li><li>• Strategic Planning Committee<ul style="list-style-type: none"><li>○ Acknowledge members and their work</li></ul></li><li>• Facilitator's welcome and introduction</li></ul>	Lincoln Bormann, <i>Executive Director</i>

THURSDAY, DECEMBER 14		
TIME	ACTIVITY	LEAD
	<ul style="list-style-type: none"> <li>Goals and objectives for the day</li> <li>Agenda review</li> <li>Decision-making approach</li> </ul> <p><b>Handouts:</b> #1: Retreat Agenda</p>	<p>Strategic Planning Committee members (Mike Pickett, Brian Wiese, Christa Campbell, Peter Guillozet, Grant Carlton, Erin Wygant)</p> <p>Hilary Wilkinson, Triangle Associates, <i>Lead Facilitator</i></p> <p>Kate Galambos, Triangle Associates, <i>Facilitation Support</i></p>
9:30 AM 30 min	<b>Team Builder</b>	All
10:00 AM 30 min	<b>Strategic Planning 101</b> <ul style="list-style-type: none"> <li>High level review of process, key terms and concepts</li> </ul> <p><b>Handouts:</b> #3: Strategic Planning 101 – Overview of Process and Terms #6: Data Review/Background Memo</p>	Hilary
10:30 AM 1 hr	<b>Core Values Exercise*</b> <p><b>Handouts:</b> #2. Pre-Retreat Assignment</p>	<p>Hilary</p> <p>All</p>
11:30 AM 10 min	<b>Break</b>	
11:40 AM 35 min	<b>Celebrate Successes and Key Accomplishments</b> <p>Share accomplishments/successes, including</p> <ul style="list-style-type: none"> <li><i>Programmatic accomplishments</i></li> <li><i>Operational accomplishments</i></li> <li><i>Financial accomplishments</i></li> <li><i>Other?</i></li> </ul> <p><b>Handouts:</b> #2. Pre-Retreat Assignment</p>	<p>Hilary</p> <p>All</p>
12:15 PM 30 min	<b>Working Lunch (Provided) - Successes and Accomplishments cont.</b>	
12:45 PM 1 hr	<b>State of the Organization</b> <ul style="list-style-type: none"> <li>Summarize results of SWOT Analysis</li> <li>Participants share perspectives on the current state of the organization</li> <li>Discussion: <i>What are the issues that need to be brought forward into the Strategic Plan?</i></li> </ul>	Hilary / Kate

THURSDAY, DECEMBER 14		
TIME	ACTIVITY	LEAD
	<b>Handouts:</b> #4. Results of SWOT Assessment	
1:45 PM 45 min	<b>Key Take-Aways from Stakeholder Engagement</b> <ul style="list-style-type: none"> <li>• Share relevant themes and takeaways from interviews</li> <li>• Share relevant themes from Engage San Juan survey</li> <li>• Q/A</li> <li>• Discussion: <i>What are the key themes and issues that need to be brought forward into the Strategic Plan?</i></li> </ul> <b>Handouts:</b> #5: Highlights and Takeaways from Interviews	Interview Team Members
2:30 PM 15 min	<b>Break</b>	
2:45 PM 90 min	<b>SJCCLB Vision or “North Star”</b> <ul style="list-style-type: none"> <li>• Review core components of a solid vision statement</li> <li>• Review “best of the best” from other Land Banks and related entities</li> <li>• Facilitated visioning activity</li> <li>• Agree to essence of a vision statement for SJCCLB</li> </ul> <b>Handouts:</b> #3: Strategic Planning 101 – Overview of Process and Terms	Hilary  All
4:15 PM 15 min	<b>Capture successes of the day. Highlight where we are in our desired outcomes. Check-in.</b>	All
4:30 PM	<b>Adjourn</b>	
5:30 PM	<b>Dinner - TBD</b>	

## DAY TWO

FRIDAY, DECEMBER 15		
TIME	ACTIVITY	LEAD
7:30	<b>Land Bank Business Meeting - Breakfast provided</b>	
9:30 AM 30 min	<b>Retreat Recap Day One and <i>Thoughts After Sleeping on It</i></b> <ul style="list-style-type: none"> <li>Reflections from Day One</li> </ul>	Hilary / Kate  All
10:00 AM 30 min	<b>SJCCLB Mission Statement</b> <ul style="list-style-type: none"> <li>Review core components of a solid mission statement</li> <li>Review “best of the best” from other Land Banks and related entities</li> <li>Group Discussion: <i>Is a new mission statement desired, or can the current mandate* double as the mission?</i></li> <li>Agree to essence of a mission statement for SJCCLB</li> </ul> <p>* To preserve in perpetuity areas in the county that have environmental, agricultural, aesthetic, cultural, scientific, historic, scenic or low-intensity recreational value and to protect existing and future sources of potable water.</p> <p><b>Handouts:</b> #3: Strategic Planning 101 – Overview of Process and Terms #6: Data Review/Background Memo</p>	All
10:30 AM 75 min	<b>SJCCLB Goals</b> <ul style="list-style-type: none"> <li>Review core components of measurable “goals” statements, pulling from previous day’s discussion.</li> <li>Define “goals” and their core components (e.g. SMART - Specific, Measurable, Achievable, Realistic, Timely)</li> <li>Brainstorm preliminary list of metrics for achieving goals (DISCUSS)</li> </ul> <p><b>Handouts:</b> #3: Strategic Planning 101 – Overview of Process and Terms</p>	All
11:45 10 min	<b>Break</b>	
11:55 PM 65 min	<b>SJCCLB Finish Goals; Identify Strategies</b>	All
1:00	<b>Lunch Provided</b>	
1:30 PM 90 min	<b>Year One Priorities/Critical Success Factors</b> <ul style="list-style-type: none"> <li>Identify / agree to priority actions for Year 1</li> </ul>	Hilary / Kate  All
3:00 PM 30 min	<b>Draft Table of Contents: Strategic Plan</b> <ul style="list-style-type: none"> <li>Review/discuss/agree to basic outline of Strategic Plan</li> <li>Did we miss anything?</li> <li>Other items that may need more discussion</li> </ul> <p><b>Handouts:</b> #7: Draft Table of Contents: Strategic Plan</p>	Hilary / Kate

FRIDAY, DECEMBER 15		
TIME	ACTIVITY	LEAD
3:30 PM <i>30 min</i>	<b>Next Steps</b> <ul style="list-style-type: none"> <li>Plan for creating and vetting first draft of Strategic Plan Document</li> </ul>	Hilary / Kate  All
4:00 PM	<b>Closing/Adjourn</b>	Lincoln; Planning Committee Members

#### **Packet Contents**

1. Final Retreat Agenda
2. Pre-Retreat Assignment
3. Strategic Planning 101 – Overview of Process and Terms
4. Draft Results of SWOT Assessment
5. Highlights and Key Takeaways from Engagement Activities
6. Final Review/Background Memo
7. Draft Table of Contents: Strategic Plan