

BML Strategic Planning Minutes, June 27, 2023

Convened at 4:46 pm in meeting room C

Present: Kate O’Conner, Leo Schiff, and Ann Varilly

- Agenda Changes: None
- Public Comments: None
- Minutes of May 16, 2023: approved and seconded as submitted

CONTINUING BUSINESS

Planning Presentation and Implementation

- The current draft of the Strategic Plan brochure from Seth was reviewed. We agree that a “thank-you” should be added to the top of the last page (or another space if Seth recommends). Ann will email Starr the wording for the “thank-you.”
- BML website, thank-you to community groups, and press release – next steps pending completion of the brochure.
- It was agreed that the board president will present the final brochure to the selectboard with a letter. Kate will assist in this process.
- Attendees visited the staff lounge to review post-its written by staff for activities and other feedback in relation to the goals.

Marketing: Discussion was held on different areas and ideas for marketing. This included feedback provided by Jeanne in writing. The attendees agreed that active involvement by members of the board in preparation and presentation of the budget to the selectboard at one of the selectboard’s meetings for the upcoming cycle is very important.

Meeting adjourned at 5:26 pm