



LMCD Strategic Plan 2019-2020

(Approved August 14, 2019: Strategic Plan and Business Plan)

Strategic Priority	Desired Outcome	Key Outcome Indicator (KOI)	Target	Strategic Initiatives 2019/2020
I. OPERATIONAL EFFECTIVENESS	1. Capacity to deliver core functions 2. Execution of strategic plan priorities 3. Maintaining a strong financial foundation	A. Semi annual reports B. Quarterly reports C. Major fund reserves –year-end balances	i. 80% of annual core functions accomplished ii. 80% of annual priorities accomplished iii. Fund reserves of 30 to 50% of annual expenditures for all funds (General, AIS, STL Funds)	a) Update prioritized annual calendar/work plan b) Maintain an effective reporting system c) Continue to assess staffing/capacity needs e.g. harvesting, complaints, data requests, etc. d) Explore investment fund options e) Finalize and maintain a Capital Equipment Plan f) Update strategy to capitalize on Save the Lake h) Create new funding sources analysis
II. CLEAR & TIMELY COMMUNICATIONS	1. Board and staff follow communication protocols 2. Partners & stakeholders find value in relationship 3. Increased understanding of purpose, rules & regulations	A. Stakeholder & partner feedback B. Annual survey results	i. 100% communication compliance by Board and staff ii. 80% stakeholders find value in relationship iii. 80% or greater of stakeholders understand purpose, rules and regulations	a) Acquire professional communications consultant to assist with awareness, communications and public engagement b) Continue and refine feedback mechanism for stakeholder & partner initiatives c) Review new technologies and ways to update public information and materials for such as website, newsletters, etc.
III. EFFECTIVE GOVERNANCE	1. Effective Board/Committee meetings 2. Well-trained Board and staff 3. Effective and respective Board and staff relations 4. Board meeting civility	A. Number of meetings B. Meeting length C. Decision processing D. Training records	i. Meetings rated greater than 7 on a 1-10 scale by Board ii. < 50 Board & Committee meetings annually iii. 75% of Board meetings < 3 hrs iv. 90% of Committee/Workshop meetings < 2 hrs v. 80% decisions made within 60 days vi. 100% Board & staff member completion of training	a) Develop Emergency Management & Communications Plan b) Update and review options for annual LMCD Board & Committee meeting schedule c) Update Board Member Handbook d) Develop training plan for Board regarding standards, process, etc. e) Continue annual Board self evaluation process f) Review opportunities for continued officer and board member engagement in LMCD initiatives and committees
IV. LAKE PROTECTION AND REGULATORY COMPLIANCE	1. Ensure public safety on Lake Minnetonka 2. Reduction of staff time processing applications 3. Up-to-date rules and regulations	A. Over & underage consumption B. Boating compliance C. Litter D. Special events E. Processing time audit	i. 4 underage drinking saturations ii. 2 Public service announcements iii. 10% reduction in staff time processing licenses iv. All rules & regulations are up to date v. Facilitator of AIS Initiatives Protection/Management	a) Proceed with lake-wide vegetation & AIS master plan and consider recommendation for 2020 and beyond b) Initiate the process to develop a lake-wide health and public safety master plan c) Update wake, high water, and quiet Water Area policies for Lake Minnetonka d) Analyze competing lake uses, impacts, and lake management options. Ex. watercraft types, density, etc. e) Continue to create and update instruction sheets for new applications (website, handouts, etc.) f) Finalize recodification of the LMCD Code Book g) Implement secure licensee portals for renewal applications depending on staff time and budget