



LMCD Strategic Plan 2021-2022

(September 09, 2021: Strategic Plan and Business Plan)

Strategic Priority	Desired Outcome	Key Outcome Indicator (KOI)	Strategic Initiatives 2021/2022
I. FINANCE	1. Capacity to deliver core functions 2. Execution of strategic plan priorities 3. Maintaining a strong financial foundation	A. Quarterly reports B. Major fund reserves year-end balances	a. Explore investment fund options b. Finalize and maintain a Capital Equipment Plan c. Create new funding sources analysis d. Review LMCD fee structure e. Assess legal fees and use of attorney f. Fund reserves of 30% to 50% (target 35% and distribute excess over 5 years)
II. 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. Positive vs negative representation of LMCD in outside media coverage C. Amount of information communicated to stakeholders via websites, articles, brochures and other delivery methods.	a. Identify and utilize most effective outlets to convey public information about safety, rules and best practices b. Continue to develop relationships with and regularly update cities, legislators, agencies and others regarding LMCD initiatives c. Continue to refine feedback mechanisms for stakeholder and partner initiatives d. Communications Committee to set priorities and initiatives and develop recommendation to Board for annual budget
III. OPERATIONS, GOVERNANCE & REGULATION	1. Effective Board and Committee meetings 2. Well-trained Board and staff 3. Effective and respectful Board and staff relations 4. Board meeting civility 5. Reduction of staff time processing applications	A. Number of meetings B. Meeting length C. Decision processing D. Training records	<p style="text-align: center;"><u>COMMITTEE Role</u></p> a. Develop Succession Plan for LMCD Executive Leadership b. Develop training plan for Board regarding standards, process, inclusion & diversity, etc. c. Continue annual Board self-evaluation process d. Review opportunities for continued officer and board member engagement in LMCD initiatives and committees e. Update wake, high water and quiet water area policies f. Analyze competing lake uses, impacts and lake management options (ex. Watercraft types, density, etc.) <p style="text-align: center;"><u>STAFF Role</u></p> g. Update prioritized annual calendar/work plan h. Maintain an effective reporting system i. Continue to assess staffing/capacity needs (complaints, data requests, etc.) j. Update Board Members Handbook k. Continue to create and update instructions sheets for new applications (website, handouts, etc.) l. Implement secure licensee portals for renewal applications depending on staff time and budget m. Update Plan for reviewing dock applications
IV. LAKE PROTECTION & AIS	1. Ensure a plan for addressing Aquatic Invasive Species	A. Special events	a. Close out master plan and roll into a board approved adopted AIS Strategy b. Explore grants/other funding opportunities (e.g., state, federal, local, institution, fees, etc.) c. Finance \$80,000 funded from reserves for 2022 d. Support new ongoing funding mechanisms for AIS treatment and prevention
V. SAVE THE LAKE	1. Ensure public safety on Lake Minnetonka 2. Execution of strategic plan priorities 3. Maintaining a strong financial foundation	A. Semi-annual donor letter B. Quarterly reports & updates C. Special events D. Financial results	a. Fund Hennepin County Sheriff Office Water Patrol Officers as requested and validated b. Develop and improved fundraising strategy and protocol c. Provide for expanded boater education through online curriculum