



Agenda Item: Discuss Park Board Strategic Plan

Background: The Park Board has a history of long-term strategic planning as a means by which to facilitate the identification of organizational priorities, develop plans and guide the goals of the Park Board. In 2016, the Board of Trustees approved the most recent strategic plan which covered 2016 through 2020.

At the October 27, 2020 Board of Trustees meeting, the strategic planning facilitation services of Tammy Canavan with Fired Up! Culture was approved to assist with the development of an updated plan. As part of this process, Ms. Canavan will be facilitating discussions with the Park Board Advisory Committees for their valuable input.

The 2016 adopted plan envisioned six overarching goals. Each goal, two of which are relative to Galveston as a destination and four relating to the Park Board were defined by strategic “commitments and tactical approaches for marketing, programming and operations”. This plan is attached for review and will be a starting point for the discussion by the advisory committees.