



Resolved, as part of the overall strategic plan, the OTTA adopts the following additional Goals and Objectives to be achieved over the next three to five years:

Expand social engagement and membership

1. **Establish a coordinated membership development program** that defines membership levels, its value and the methods to develop current membership and new member initiatives.
2. **Define and communicate a re-established “brand”** to promote a better understanding of how OTTA serves and supports the Triangle community.
3. **Expand and diversify programming and marketing capacity** to increase the participation and membership from a broader range of residents.

Enable Collaborative Stewardship

1. **Develop a policy for dealing with issues and civic engagement** that defines process, values and ethical guidelines to make better decisions in a respectful, positive and effective way to incorporate the interests and concerns of all affected stakeholders.
2. **Develop a plan to implement a new advocacy and civic engagement process for HD/PZ Committee.**
3. **Restore a sense of safety** through improved education, connection and collaboration.
4. **Develop a multi-year plan with separate funding for community care of the built environment** (re-envision / revitalize parks, brick sidewalks, etc.).

Improve Operations

1. Identify and **develop strategies, systems, policies and procedures to support engagement, collaboration and knowledge management.**
2. Review and recommend steps to **diversify OTTA’s funding sources.**
3. **Create a Volunteer Development Program.**
4. Benchmark art fair financial performance and renegotiate Menomonee Club agreement.

Expand Board Capacity to Govern with improved continuity, clarity and accountability:

1. Review Board structure, size, composition and terms of office and, if needed, **develop a plan to enhance continuity, succession and sustainability** and support goals for growth (including an assessment of current and possible future needs).
2. **Create a leadership development plan** to build bench strength, avoid leadership/volunteer burnout and bring in fresh ideas.
3. **Develop a plan to assess and document existing Board policies, procedures, processes and practices**, as well as how they are documented/communicated and identify needed changes/additions to help ensure consistently effective results.
4. Establish Board orientation plan.
5. Establish policies, processes and measures to live out/ensure the new values.
6. Establish annual planning process with goals & measures to support continuous improvement.