



TO: Eastwood Civic Association Board Members

FROM: Jesus Davila, Landing Advisors LLC

DATE: 1/20/2020

RE: Strategic Planning Session Output

On 1/18/2020, The Eastwood Civic Association (ECA) held an annual strategic planning session located at the Houston Maritime Museum facilitated by Landing Advisors LLC from 10am-2pm. The meeting resulted in board alignment on a number of issues regarding the future of the ECA.

These issues included:

- Establishing Mission, Vision, Values
- Diagnosing Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)
- Deciding on Structural Changes given the SWOT Analysis
- Establishing a Living Plan
- Building General Expectations for Committee Behavior

Mission, Vision, Values:

Mission: A hub for connecting the voices of Greater Eastwood to develop and implement positive initiatives to benefit the community.

Vision: We have an inclusive and visible presence in all of our boundaries, and we are valued as a proactive and effective community advocate.

Values: Community, Civic Duty, Trust, Advocacy, Inclusiveness, Respect



SWOT:

Strengths	Weakness	Opportunities	Threats
What do we excel at? Well Rounded Talent Valuable Real Estate Centrally Located	What stops us in our tracks? Homogeny of BOD and Members No Bilingual Ability Financial Controls	What could propel us forward? Area Growth Weaknesses as Opportunity Increased interest in East End Communication	What has the potential to harm? Revenue Sources Union Pacific Poor Infrastructure Apathy

Structural Changes Resulting from SWOT Analysis (Deadline):

- Committees are established (Complete Today)
 - Recruit more diversity on board by Establishing a Board Engagement Lead (Complete Today)
 - Develop Community Outreach Lead (Complete Today)
 - Develop and Execute Outreach Plan to Gather Community Knowledge (Complete by End of March)
 - Communication Lead (Complete Today)
 - Financial Controls Lead Established (Complete Today)
-



ECA Living Plan (1-5 years):

Time Frame	Projects	Project Sponsor
<p>Short-Term (<12 months)</p>	<p>Strong Organizational Infrastructure:</p> <ul style="list-style-type: none"> Membership Engagement Financial Controls Spanish Bilingual Member Improved Communication Strong Government Relationship/ Education 	<p>Committee Created: Financial Controls Erin Chairs, purpose is to organize financial matters for the organization to apply for grants.</p> <p>Committee Created: Membership Engagement Pualani Chairs, purpose is to recruit individuals to committees and boards, prioritizing finding a Spanish Bilingual Member.</p> <p>Committee Created: Communication Paul Chairs, purpose is to ensure communication reaches the broadest possible audience, is timely and of high quality, and is continuously improving across all functional mediums.</p> <p>Committee Created: Government Relations Mary Chairs, Kevin assists, purpose is to establish more formalized, ubiquitous, and purposeful government</p>



		relationships to benefit the board across projects and interests.
Medium (1-3 Years)	Minimum Lot Size Community Needs Assessment	Committee Created: Community Improvement Michael Chairs, purpose is to tackle both specific community improvement projects (minimum lot size, sidewalk improvement, Harrisburg quiet zones) and understand the community through a Community Needs Assessment.
Long-Term (<5 Years)	Sidewalks by Lantrip Harrisburg Quiet Zones	Committee Created: Community Improvement



General Committee Expectations:

1. Committees are created annually or at the inception of a project. All committees are reviewed annually at the same meeting to determine if they should continue to exist.
 2. Committees meet once a quarter at minimum.
 3. During every ECA meeting, all committees must be given a place on the agenda where committee chairs report out. This should occur even if there is nothing for a chair to report on or no progress against goals for that committee.
-



APPENDIX:

SWOT Vote Tally

Strengths (Votes):

Well Rounded Talent (9)

Valuable Real Estate (5)

Centrally Located (5)

Passion (EAC) (4)

Thriving Small Business Community (3)

Connectivity/ Transportation (2)

Smart People (2)

Mission, Vision, Values (1)

Recognized and Award -Winning Schools (1)

Weaknesses (Votes):

Homogeny of BOD and Active Members (7)

Limited opportunity for engagement outside of BOD (7)

Financial Controls/ 501c3 (7)

No Bilingual Ability (6)

Succession Planning (4)



Communication (2)

Opportunities (Votes):

Weaknesses as opportunities (9)

Area Growth/ Development (7)

Increased Interest in East End (7)

Communication (6)

Engagement with Super Neighborhood (4)

Threats (Votes):

Union Pacific (8)

Revenue Sources (7)

Apathy (5)

Poor Infrastructure (5)

“Lack of Prominence” (4)

Ineffective Communication (2)

Crime (1)

Changing Neighborhood (1)



Poll Everywhere Output

🗨️ When poll is active, respond at PollEv.com/jesusdavila794

Who Are We?

Top

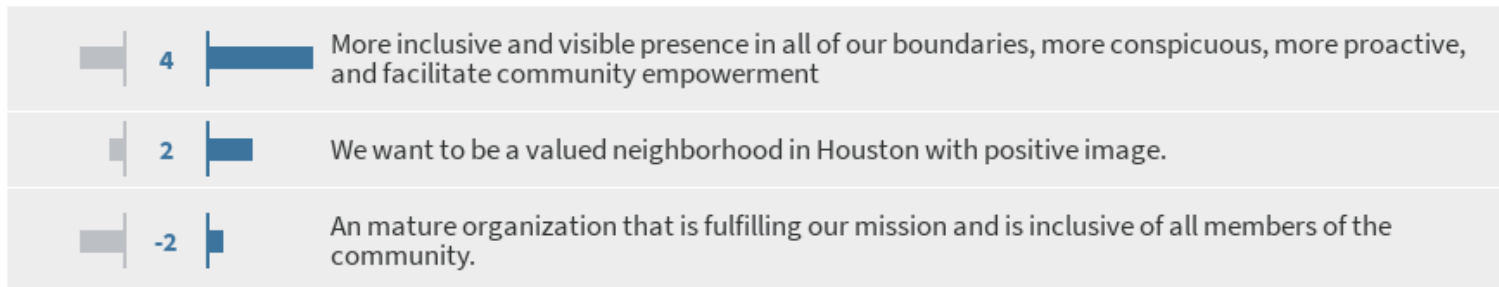
- | | |
|---|---|
| 6 | A hub for connecting the voices of our community to improve the quality of life for all residents. |
| 2 | Community minded, civic advocates who develop and implement positive initiatives to address concerns of Eastwood. |
| 2 | Here to serve as a forum for the community and amplify issues that are important to them to government officials and other stakeholders |



When poll is active, respond at PollEv.com/jesusdavila794

What do we want to look like in 5 years?

Top

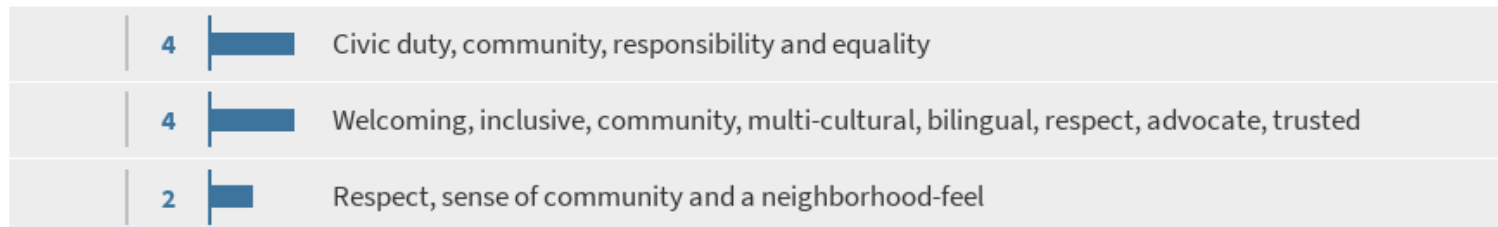




When poll is active, respond at PollEv.com/jesusdavila794

What Values Drive Us?

Top





When poll is active, respond at PollEv.com/jesUSDavila794

What Should We Change Structurally Given Our SWOT Analysis?

Top

