



North Woods and Waters of the St. Croix
Heritage Area
Board Planning Retreat

Thursday, October 26
9:00am – 4:30pm

Location:

Heartwood Resort
10884 Hoinville Road
Trego, WI

AGENDA

9:00 Coffee and treats, social time

9:15 Welcome and Introductions

9:30 Mission Statement Exercise

“NWW unites the watershed on behalf of the natural, cultural, and historic resources we share.”

Discussion - Does statement accurately reflect our mission?

9:45 Cover Story Visioning Exercise

Small groups will create front-page news articles that will appear about NWW in the future. The target for this “publication” is the Pioneer Press in five years.

10:30 BREAK

10:45 Goal Setting Exercise

Consider the mission and vision ideas from pervious exercises to draft goals for the next 3-5 years. What are the results we need to achieve our mission? We’ll ask that each of you draft 2-3 goal statements to share with the group.

12:00 LUNCH

DEFINITIONS:

A ***Mission Statement*** defines the purpose of the NWW in one concise sentence.

The ***Vision*** describes what the region looks like in the future as an outcome of the work of NWW. It presents an image of success, providing an enticing view of the future and encouraging people toward action/support.

Goals are broad statements that describe the results the organization hopes to accomplish over the long term. **SMART GOALS** are specific, measurable, attainable, relevant and time-based.

Strategies describe how goals and objectives will be achieved including:

- ☐ Types of programs/services offered,
- ☐ Business processes/operations,
- ☐ Financial position/management, and
- ☐ Board/staff development.

Strategies can be broken down into ***Actions*** which are the specific steps that will be taken to accomplish the objectives and goals. An Action or Work Plan will identify for each action: Steps to be completed? Responsible party? Timeline? Cost? Funding source? Etc.
Or Who, What, When, Where?

12:30 Core Strategies Exercise Pt. 1

Small groups breakout to brainstorm and prioritize strategies for assigned goals. How do we achieve set goals (results to achieve our mission) in the next 1-2 years?

2:00 BREAK

2:15 Core Strategies Exercise Pt. 2

Groups each report top two priority strategies selected and seek feedback from everyone present. Here are our selected strategies, what do you think?

3:15: Wrap up

Action items and next steps, distribution of results

3:45 BREAK

4:00 Adjourn to Business Meeting

2024 Draft Budget



SMART Goals are: Specific, Measurable, Attainable, Relevant, and Time based.