

EVAHU Strategic Planning Meeting

June 30, 2021

Virtual Call

Attendees: Rob Holt, Kim Setzer, Diane Watson, Jeff Holroyd, Sabrina Hanson, Jennifer Bray, Jill Age, Brenda Cutting

Absent: Sam Cousins, Anya Simpson

Meeting Called to Order: Rob, seconded by Kim at 9:24am

President's Report

Discussed purpose for developing and carrying out strategy for this group

Reviewed EVAHU Mission Statement

Will vote for approval at first meeting

SWOT - Strengths, Weaknesses, Opportunities, and Threats

Goals

Further develop our EVAHU website

Increase social media presence

Have more corporate sponsors and promote industry leaders on website

Increase membership

Increase visibility by having more social events

SMART (Specific, Measurable, Achievable and Assignable, Relevant and Realistic, Time Frame)

Specific Goal

Rob would like to increase membership by 10% by providing at least 3 membership events in which EVAHU provides financial support for joining by June 30, 2022

Motion to End Meeting: Rob, seconded by Jill at 9:51am