

MINUTES

Midland DDA Strategic Planning Work Shop

June 1, 2009

The Meeting was called to order at 10:04 am

Members Present: Bo Brines, Mike Hayes, Marty McGuire, Ranny Rieker, Mark Ruhle,

Staff Present: Keith Baker, Tony Kulick, Stephanie Szostak

Others Present: Lee Rouse – Facilitator

The members reviewed and refined the long term goals for Economic Sustainability, Internal& External Communication, Operations and Infrastructure & Maintenance. The members discussed restructuring the current DDA Committee structure. It was suggested that the DDA have a committee for each of the following topic areas Economic Sustainability, Internal& External Communication, Operations and Infrastructure & Maintenance, Budget & Finance and an Executive Committee made up the Chair and Vice-chair of the DDA and the chair of each committee. It was suggested that the DDA Committees be made up of just DDA Board members. Each committee could have sub-committees to bring additional viewpoints on specific topics. Another work will be scheduled to work out more details on the new committee structure and on how to charter each committee.

The workshop attendees also discussed the role of the DDA and MDBA. The members felt that the duties and responsibilities of the two groups are becoming blurred and a refinement of roles would be in order.

The workshop adjourned at 11:48 am. Lee Rouse will provide DDA members with a copy of the proceedings. Another workshop will be scheduled.

