

Planning Workshop

Summary Notes

June 20, 2019

Recap of Planning Day

The purpose of the Taber & District Housing Foundation (TDHF) Planning Workshop on June 20, 2019 was to review TDHF's goals, strategies and priorities moving forward. The information contained within this document serves as the **raw data notes** from the planning discussion that will help populate a new strategic plan for TDHF.

Key points of discussion:

Strategic Planning Recap:	• Review of planning session on May 29, 2019 (SWOT, purpose, draft goals)
Goal and Strategy Review:	• Refine and update to TDHF's goals and strategies
Identifying Priorities:	• Identify priorities are we trying to achieve
Linking Priorities to Impact:	• Determine impact level of priorities on impact grid
Priority Action Plan:	• Outline activities and next steps to action priorities
Next Steps:	• Pulling together ideas into strategic plan documentation • Evaluation and Measuring Success

Strat Planning Recap

The TDHF board identified the following ideas to add to the existing SWOT Analysis:

Strengths:

- Location – we have all amenities but not a big city...therefore a draw

Opportunities:

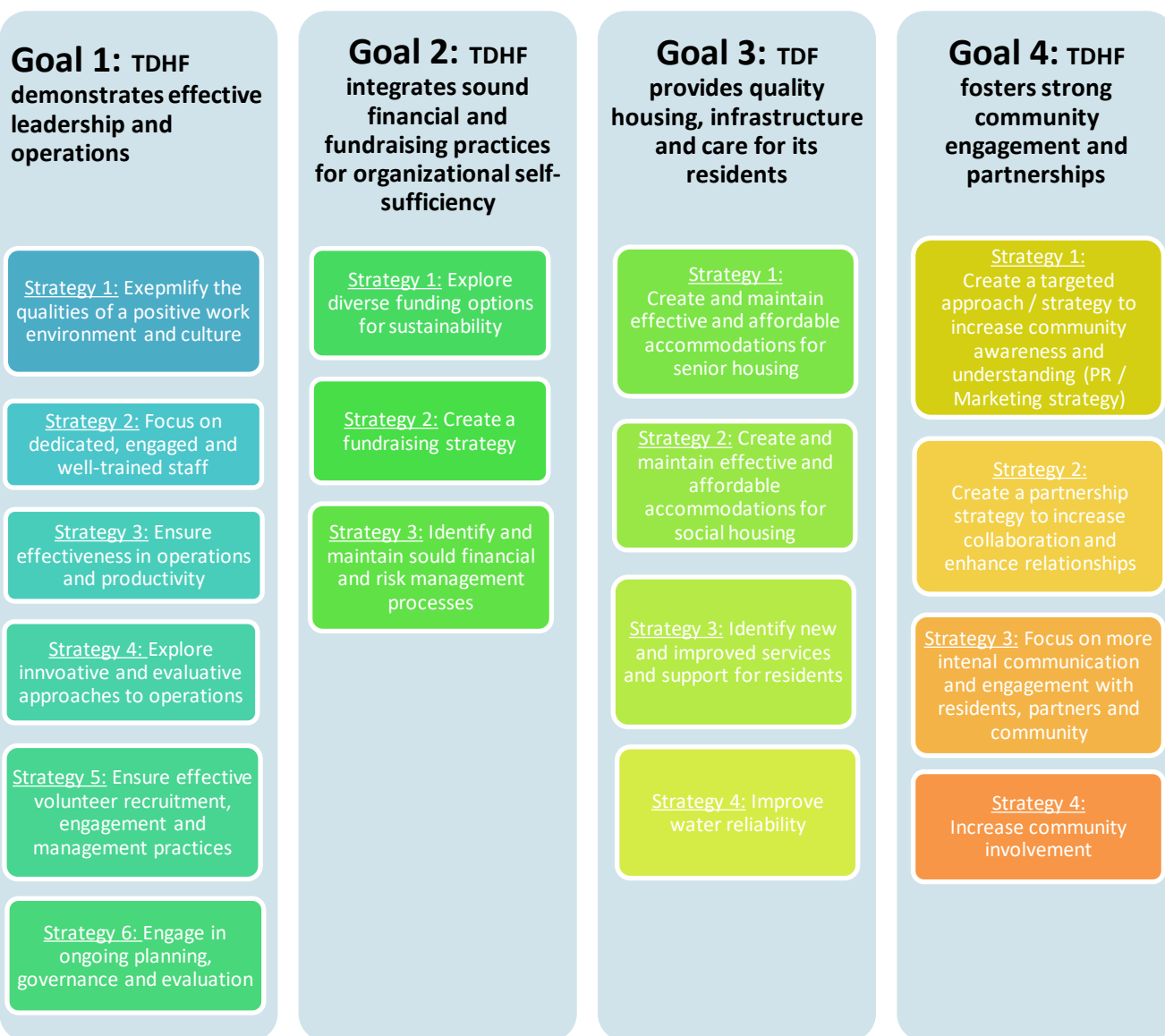
- Exploration of regional housing for the greater good
- High-end accommodation for seniors (development)
- No service, just accommodation

Threats:

- Adding more SH units (single units for low income, under 25)

Goal and Strategy Review

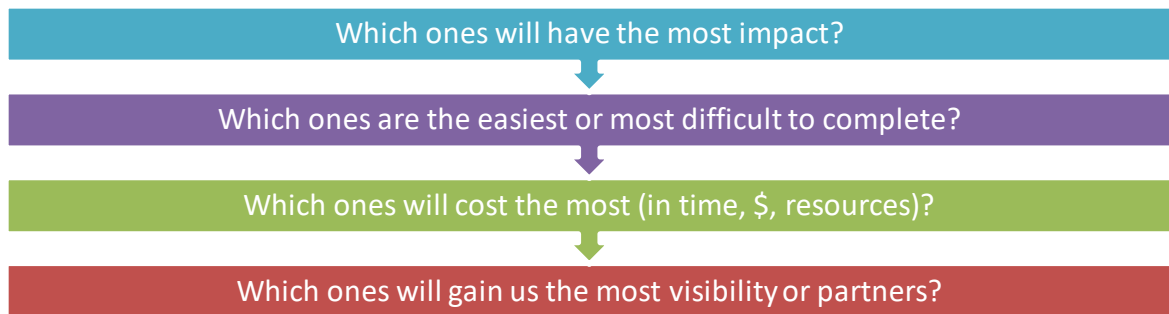
Revised TDHF Goals and Strategies:



Note:

- The TDHF board discussed, as an option, the potential of moving from five goals to four goals.
- The above Goal / Strategy Table is reflective of the merged goals on PR / community engagement and partnerships.

Priorities



Ideas on Priorities:

TDHF board members brainstormed the following list of priority focus areas in their planning efforts. From the list, board members chose five priority areas to further explore (highlighted in bold).

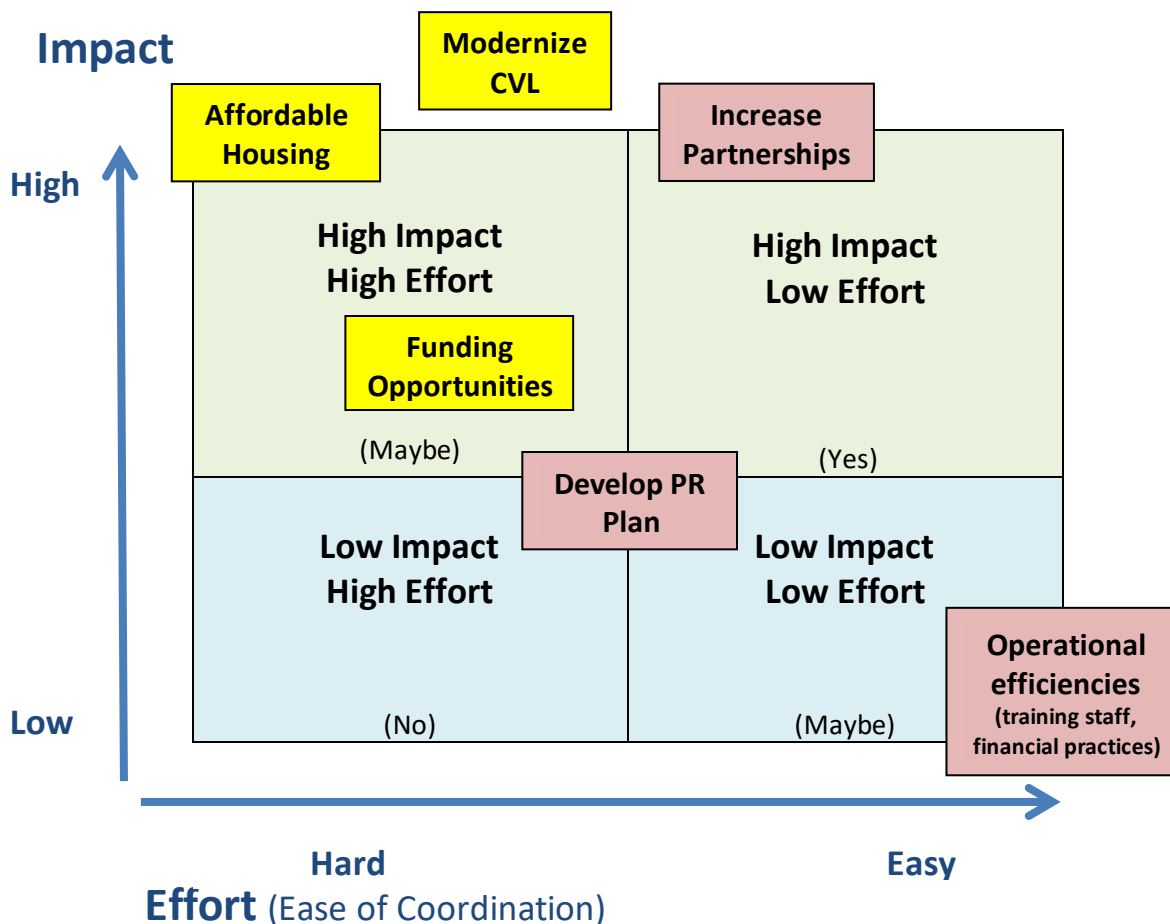
- More senior housing
- **Modernize CVL**
- **Increase partnerships** with other agencies / service providers
- Foster deeper relationships (with tenants, Low German Mennonites, Indigenous)
 - Value in living arrangements
- **Affordable Housing**
- **Develop PR Plan**
- Board / train strong staff
- **Funding opportunities**

Linking Priorities to Impact

Focus Questions for Impact:

- What are the priority areas that TDHF should focus on?
- What priorities will have the most impact?
 - What value will these priorities have on our clients / community?
 - What other considerations do we need to think about?
 - Who is / could be involved in leading / supporting these priorities? (board, staff, partners)

Impact Grid for Priorities



Priority Action Plan

The next step in the process will be to develop an action plan for each of the priorities identified by the TDHF board.

Key Considerations:

- Decide if we will pursue it
- Determine options
- Identify the steps involved
- Consider timelines, resources, who will lead, others involved

TDHF board members began outlining key points of an action plan for their priorities. This will be further developed and refined at the next strategic planning discussion in the fall of 2019.

Priority Action Plan (Draft)

Priority	Action / Tactics (<u>How</u>)	Lead	Others Involved	Resources Needed	Timelines
What is the priority / focus area?	What specific actions / tasks / activities need to happen?	Who will lead?	Board, staff, partners?	Funding, time, expertise, partners	Start /end / completion / status
Modernize CVL	<u>Outline funding model options</u> - Identify Pros/Cons/ Rationale 40-50 yr loan (gov) - Requisition - Determine percentage of gov funding (ex. Prov: 80, Local/Fed: 20) - Grants / sponsorships, other <u>Community engagement</u> - Inform / check-in on stakeholder engagement needs - Develop engagement plan /themes <u>Engage staff</u> for feedback, areas of concern <u>Create plan</u> (look at old plan as guideline) Need to put on paper - What are we trying to do? - How do we know / address the need?				August 31/19 (plan for engagement and initiate consultation / design)
Increase partnerships	- Identify current and potential partners - Explore innovative ways to partner (co-funding positions, program delivery, etc.)				

Next Steps

Parking Lot / Other Ideas

- Integrate more “story telling” in evaluation to demonstrate the impact of tenants moving ‘up’ into the next chapter of their life (success stories)
- Explore innovative ways to operate / expand programs and services
 - What is our scope of service? (Link to collaboration / partnering and quality of life)
 - Co-funding positions with partners
 - Explore creative ways in operations and program services
 - Stay ahead of the curve / be progressive. What does this look like? How?
- Board effectiveness
 - Revamp / structure board meetings
 - Integrate goals / priorities into meeting discussions / decision-making

Next Steps in Strategic Planning (Fall, 2019, TBD)

Possible Agenda Items

- Further refine action plan for each of our priorities (unpack, more detail)
- Evaluate success in planning – what will this look like? How will we measure success?
- Linking strategic plan with operations

Future Probing Questions for Measuring Success

- How will we know we are successful in each of our goal and priority areas?
- What does success look like?
- How should we measure our progress? What is important? What do we need to consider?
- Ultimately, what results, outcomes and impacts are we trying to achieve as a Board?