



Northfield Economic Development Authority
Strategic Planning session
August 24, 2017

2:00 PM

AGENDA

I. Call to Order

II. Review of Process

Craig Rapp will review the strategic planning process, expected outcomes, and discuss the City of Northfield's strategic plan and its relationship to the EDA plan and the differences between them

III. Review of Current Environment

a. Environmental Scan

Staff will present an environmental scan. This will include a review of trends, influences and conditions that impact economic development

b. Community Survey

Staff and Craig Rapp will review the input received in a survey of the business community conducted by staff

c. Progress Report

Staff will deliver a status report on goals from the last EDA strategic plan

IV. Next Steps

Craig Rapp will outline the process for the August 25 strategy session.

V. Adjourn



Northfield Economic Development Authority
Strategic Planning session
August 25, 2017

8:00AM-3:00PM

AGENDA

- I. **Call to Order**
- II. **Overview**
Craig Rapp will review of the strategic planning process and expected outcomes.
- III. **Vision, Mission**
A facilitated group process to clarify the vision and mission of the EDA. A review of enabling documents, along with the City's Vision and Mission statements will be included.
- IV. **Review of current environment**
A facilitated group process involving a review of data collected from the SWOT questionnaire will take place. This will be correlated with information provided on August 24 to provide a perspective of the current operating environment. This will enable the group to identify the strategic challenges facing the organization.
- V. **Strategic Priorities**
The group will identify and define a set of Strategic Priorities based upon the challenges identified.
- VI. **Establish Desired Outcomes, Key Outcome Indicators, Performance Targets**
Based upon the Strategic Priorities established, a facilitated small group process will be conducted to determine a set of outcomes, success indicators and performance targets to achieve the strategic priorities.
- VII. **Develop Strategic Initiatives**
Based upon the Priorities and Targets the group will brainstorm a set of strategic initiatives that will be undertaken to achieve the desired outcomes.
- VIII. **Adjourn**