

Choctawhatchee Basin Alliance
Executive Advisory Committee Meeting Minutes
November 7, 2007

Florida's Great Northwest, Inc. – 4:00 p.m.

In Attendance: Al Wenstrand, Ross Hamilton, Holly Booyse, Jerry Najarian, Mitch Shank and Julie Terrell.

I. Call to Order:

a) Chairman Wenstrand called the Executive Advisory Committee Meeting of the Choctawhatchee Basin Alliance to order at 4:05 p.m., Wednesday, November 7, 2007.

II. 2007 CBA Annual Membership Meeting:

a) Julie Terrell solicited opinions from the committee members regarding details of the December 5th annual meeting. The development of a report that would be handed out at the annual membership meeting that would act as a community report of CBA's activities through the year was discussed in great detail. Concerns about whether it could be put together in time to print for the annual meeting were expressed. Mr. Wenstrand offered the names of printing companies in the area that he has used in the past.

b) The committee discussed the idea of collecting items from local businesses to raffle off during the annual meeting. The committee collectively decided to table this item and bring it up next year in ample time to properly solicit items from the community.

c) Mr. Wenstrand stated that a Nominating Committee Report would be needed for the election of the advisory committee members at the annual membership meeting.

d) Mr. Hamilton suggested that live music be sought for the social hour prior to the start of the meeting. He recommended contacting the center for performing arts at OWC to find a student that would be willing to play an instrument during that time frame.

e) Ms. Terrell discussed details of the picture slide show, the agenda, and her presentation at the annual membership meeting with the executive committee members.

f) Ms. Terrell took head shots of the committee members present to include in the report to the community discussed previously.

III. CBA Strategic Planning Session:

a) Ms. Terrell discussed scheduling a strategic planning session with all members of the advisory committee. She explained that the above mentioned community report for CBA could be used as a tool used for future community fund raising as well the strategic plan.

b) Mr. Shank suggested first doing a 2008 Implementation Plan conducted by CBA staff to evaluate the organization. This would allow the staff to offer suggestions on what they see as CBA's strengths, weaknesses, opportunities and threats; this type of evaluation is commonly referred to as a SWOT analysis. The 2008 Implementation

Plan would result in a 2-3 page document of CBA's goals and objectives for next year. Mr. Shank offered his assistance in conducting this review.

c) Mrs. Booyse also offered her assistance with the 2008 Implementation Plan, especially by taking notes of the session if all CBA staff would be involved in the process.

d) It was pointed out that Mr. Hamilton would also be critical for this step as he has long-term perspective of where CBA has been and how it has reached its current level.

e) The committee determined that the time-line for the SWOT analysis should be after the December 5th annual membership meeting and hopefully before the Christmas holidays.

IV. Adjourn:

a) Mr. Wenstrand adjourned the Executive Advisory Committee Meeting at 5:30 p.m.