

Visit McMinnville
Strategic Planning Agenda
Wednesday, January 17th 2018
8:30am-5pm
Hotel Oregon (Maddie's Room)

- 8:30 Breakfast
- 9:00 Welcome and Introductions
- 9:05 Board Business Meeting
- 10:00 FY18 Strategic Plan Overview and Outcomes
- 10:15 Strategic Planning
- 10:45 BREAK
- 11:00 Strategic Planning
- 12:30 LUNCH
- 1:00 Branding Overview
- 1:15 Brand Purpose Exercise
- 1:45 Brand Essence
- 2:45 BREAK
- 3:00 Strategic Planning
- 4:15 Review Branding Essence and Purpose
- 4:30 Next Steps
- 5:00 Adjourn