



---

## DDA ACTION SUMMARY SHEET

**MEETING DATE:** June 17, 2025

**TOPIC** Strategic Plan 2025-2030 – Final Draft

**BACKGROUND BRIEF:**

Over the course of the past seven months the board has engaged in a series of meetings to review our TIF Plan, re-learn the legal aspects of our funding, and engage in the facilitated discussion of our updated strategic plan.

POW Strategies, through Christina Sheppard -Decius, has provided a comprehensive document setting forth the details, discussion points, and action concepts of a revised and update strategic plan for the DDA. To make the plan more directed, and in a format more readily submittable for grants, Main Street, and other opportunities, the plan has been focused into a concise document, using the larger plan document as an exhibit/resource. The action plans designed by POW would be incorporated into the plan as provided on the final page.

Staff is recommending that the Plan is discussed at this meeting and referred for a final review and any additional thoughts or updates with the plan returning to the DDA Board for possible approval at the next meeting.

**FINANCIAL IMPACT:**

The plan is supported by the TIF Plan, is in compliance therewith, and has no other budget impact.

**RECOMMENDED MOTION:**

Move to accept the final draft Strategic Plan 2025-2030 and refer the final draft to the \_\_\_\_\_ committee for final discussion, comment and supplement, with the Final Strategic Plan being brought back to the Board at its July 2025 meeting for possible adoption.