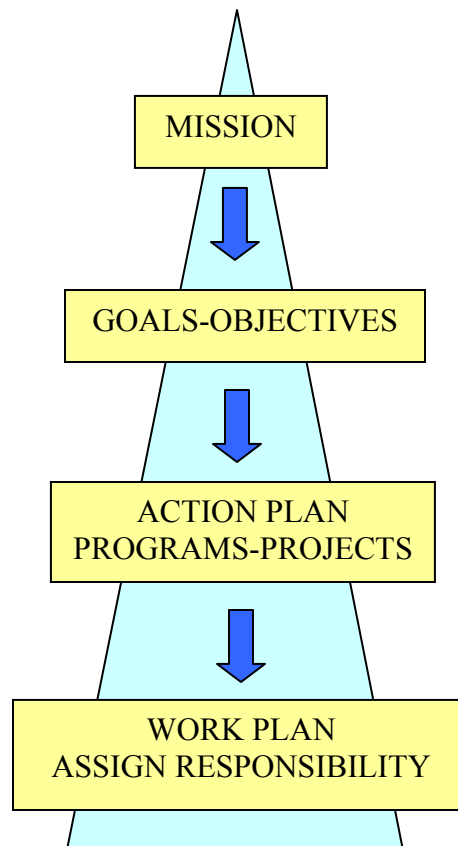


Cherokee County Historical Society Annual Strategic Planning Retreat Notes February 10, 2007

Attendees: Eric Ballinger, Rebecca Bannister, Carla Barnes, Joannie Castleberry, Hazel Cochran, Jim Harris, Mary Johnston, Jim Long, Mark Moore, Marcia Mosher, Linda Statham, Anna Ross Twitchell

Introductions: Round robin introductions allowed each board member to introduce him or herself and express their individual interests and background to the other board members. This was a rich opportunity for new and existing members to get to know each other. It provided grounding for the rest of the daylong retreat.

The model below defines the work of the rest of the day



Mission: The Cherokee County Historical Society is dedicated to historic preservation and education.

Two sub-groups were formed to discuss and find deeper meaning in the Mission statement. The comments of each sub-group are recorded below.

- o Sub-group 1
 - Save the buildings and natural space (land use)
 - Create a sense of place
 - Tell the story
 - Get the message to school children
 - Through exhibits
 - Save the story
 - Oral history
 - Disseminate the story

- o Sub-group 2
 - Historic preservation
 - Preserve – intact original
 - Architecture (built)
 - Natural environment
 - Cultural environment – society
 - History through written, oral, stories
 - Education
 - History, Outreach, Visibility, Heritage, Photographs
 - Get to know us first
 - Embrace different cultures
 - Who to educate
 - o Newcomers, public officials, government, younger generation, educators
 - Why it is important
 - o Make it accessible, tangible, “hands on”
 - o Natives – bring back remember when
 - o Interdisciplinary

Goals-Objectives: The following goals were developed and agreed on for 2007.

1. Grow our membership.
2. Achieve and maintain fiscal stability and flexibility.
3. Improve committee functioning and maturity
4. Increase visibility, credibility and standing of CCHS in the community.
5. Partner with the educational system.

Action Plan – Work Plan:

1. Grow our membership.	
Action Plan	Responsible
Provide membership packet to new homeowners o Develop a membership packet that sells CCHS .	Stefanie & Marcia
Establish a value proposition for corporate membership o Develop a marketing package to attract corporate members	Carla & Rebecca
Have a booth at the Arts Festival, Chamber functions, local festivals, etc.	Stefanie & Mark
Set up Point-of-Purchase display in retail partner’s locations. o Use membership packet	
Suggest a gift membership to existing members in a mailing to members in October	Stefanie

2. Achieve and maintain fiscal stability and flexibility.

Action Plan	Responsible
Increase corporate event sponsorships / annual sponsorships o Use corporate marketing package from Goal 1	Carla & Rebecca All board members
Continue annual events – build up Derby Day	Linda
Take care of our donors o Example – Opening night reception for photo exhibit o Recognize & thank donors o Take donors to lunch	
Establish benefactor program	Mark & Hazel
Promote books, DVDs and other things for sale	

3. Improve committee functioning and maturity

Action Plan	Responsible
Identify a committed chair person for each committee – hold accountable o Committee chairs must contact members who have expressed interest in respective committee.	
Develop committee information brochure	
Have committee information tables at membership meetings	
Set up committee site on our web site	
Board members assigned to recruit committee members at meetings	

4. Increase visibility, credibility and standing of CCHS in the community.	
Action Plan	Responsible
Increase publicity – all publications – media partners	
Document and archive our history <ul style="list-style-type: none"> o Add to written and oral history o Organize and catalog all existing documents and information 	
Make our web site more user friendly	Stefanie & Eric
Branding - Theme “ROCK BARN” <ul style="list-style-type: none"> o Redesign brochure – CCHS on top. 	Eric
Partner with local government, schools, businesses, developers.	

5. Partner with the educational system.

Action Plan	Responsible
Ask for help doing oral histories	
Volunteer in schools – read, tell stories	
Meet with school board - individuals or as a group o Develop cohesive plan for implementation in Fall	Marcia
Make presentations in schools – 5 to 10 minutes in length o Ensure presentations fit curriculum and standards	