



Strategic Plan

Mission: TEAM Punta Gorda is a volunteer-driven organization committed to making the greater Punta Gorda area a great place to live, work, and play.

(NOTE: See pg 6 addendum to strategic plan related to current Covid-19 situation)

ADOPTED by TEAM Board of Directors – June 1, 2020

TEAM PG Strategic Plan Committee

Lindsey Akins	Bob Bechtold
Corinne Carlson	Tom Cavanaugh
Adam Cummings	Sandy Dressler
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Elaine LaWell	Marianne Lilly
Kathy Oberle	Marilyn Pachota
Christopher Papa	Elisse Smotherman
Betsy Spagnolo	Hal Sterwerf
Vicki Welsch	

Bill Welsch, Facilitator

Process

Meetings of the TEAM Punta Gorda Strategic Planning Committee were held on January 27, 2020 and February 24, 2020. The following work was accomplished at these meetings:

- Review, approval of TEAM PG Mission
- Record group responses with regard to what's working/not working?
- Record responses to Critical Questions
- Summarize emerging issues, agree on actions moving forward
- Prepare spreadsheet summarizing goals, actions, persons accountable
- Agree on next steps in planning process

TEAM Punta Gorda

Mission: TEAM Punta Gorda is a volunteer-driven organization committed to making the greater Punta Gorda area a great place to live, work, and play.

Summary of Input: *What's Working, What's Not*

What Works

- TEAM continues to have much success with many different programs
- TEAM is able to recruit large numbers of volunteers for work projects
- TEAM is involved in a variety of wide-ranging community projects
- TEAM office under Corinne's leadership is well-run
- TEAM is well-respected
- TEAM has a great relationship with city government
- TEAM has 15 years of momentum, of being a presence in the community

What Does Not Work

- TEAM needs to do better getting the word out about the organization
- TEAM needs to not lose sight of its origins regarding growth management
- TEAM has challenges recruiting volunteers to serve as leaders
- TEAM should get communities in greater PG area involved
- The public does not know what TEAM does
- TEAM has little social and print media presence
- There is no systematic approach regarding TEAM sponsors (in all areas)
- Although it has been considered, TEAM has no volunteer database
- There is no systematic approach to marketing
- There is no systematic approach to training new TEAM volunteers about the work
- TEAM does not have links on websites to partners such as the city
- There is no systematic approach to introduce TEAM to newcomers to PG
- Change in PG city manager could lead to a different relationship with the city

Critical Questions Facing TEAM Punta Gorda

1. What actions will TEAM take to provide facilitative community leadership?
2. What actions will TEAM take to Develop & maintain programs that improve the quality of life in Punta Gorda?
3. What actions will TEAM take to mobilize volunteers for community service?
4. What actions will TEAM take to Communicate our message effectively, both internally & externally?
5. What actions will TEAM take to Build & sustain a strong TEAM Punta Gorda?

Summary of Participant Input RE: *Critical Questions*

- Journey to Future, a great example of bringing together many groups
- TEAM provide support for implementation of citywide plan, LDR changes, etc.
- TEAM to convene next level of JTTF to support implementation of citywide plan
- TEAM to convene various groups to “Think Green” and promote environmental issues such as water quality (Think: GREEN TEAM)
- Reach out to “greater PG” neighborhoods to offer support and assistance
- TEAM support efforts with regard to Charlotte HS homeless students
- Facilitate development of music programs for kids
- Work with youth groups to support their work
- Facilitate efforts to address human trafficking
- Facilitate arts organizations to create an arts area, perhaps at city Marketplace
- Do better at reaching out to neglected neighborhoods such as Eastside
- Need real, identifiable and focused ideas for boater friendly opportunities.
- Develop strategies to attract and retain TEAM volunteer LEADERS
- Pick projects where we have a sure win and promote, promote
- Stay focused on what we do well, don’t spread too thin
- Develop a speaker’s bureau and put them to work speaking
- Work with realtors to tell PG newcomers about TEAM
- Develop and implement a comprehensive fund raising and sponsorship program
- Create an endowment to assure long term viability of TEAM
- Develop a video orientation about TEAM
- Reach out to neighborhoods to ask how we can help
- Methods of funding administration such as by programs being charged admin percentage, need to be investigated and implemented
- Develop and implement a comprehensive communications strategy.
- Develop a marketing strategy including the possibility of funding a position.

Emerging Themes from Participant Input

- Return to “roots” by working with city to implement new Citywide Master Plan
- Collaborate with partners to act regarding clean water, healthy environment, beautiful city
- Develop fund raising/sponsorship program
- Develop strategies to recruit volunteers for TEAM leadership positions
- Develop an effective communication and marketing strategies

Addendum re Current Situation as of May, 2020: This plan is being completed during the COVID-19 virus emergency. Unusual circumstances such as social distancing, lack of ability to hold public gatherings, and other public safety measures may be in place for the foreseeable future. Committee and Board meetings are being held remotely using group conferencing tools such as Zoom. TEAM is mobilizing to be of assistance to the community in any way that it can. Efforts include:

- Participation in the COAD task force, developed by community partners to assist in emergencies
- Sharing Giving Challenge proceeds with the local COAD emergency relief fund to assist temporarily unemployed workers in the community.
- Organizing recurring food drives to help restock local food pantries such as St. Vincent DePaul.
- Raising funds for organizations that have feeding programs such as Backpack Kids and Meals on Wheels.

Many of the programs described in this plan are temporarily suspended. TEAM Punta Gorda will bring community initiatives back online in concert with the decisions made by City Council about re-opening the community.

STRATEGIC DIRECTIONS

COMMUNITY INITIATIVES:

1. COMMUNITY DEVELOPMENT

What Actions will TEAM PG take to provide facilitative leadership?

Who will work on it?

A. Advocacy

Goal: Be stewards of development in Punta Gorda

- Strategies:**
- Maintain effective, ongoing relationships with city & county staff & officials.
 - Assist city staff in implementation of the Citywide Master Plan.
 - Appear at public meetings in support of CMP & other proposed actions consistent with the plan.
 - Maintain strong relationships with other community leaders.

CEO, Advocacy Volunteers, TEAM Partners

B. Planning

Goal: Actively engage in community planning

- Strategies:**
- Work with City & County government to enhance community planning processes & ensure participation.
 - Develop community improvement projects from the CMP.
 - Appear at public meetings in support of CMP & other actions consistent with the plan.
 - Maintain strong working relationships with community leaders.

CEO, Advocacy Volunteers, TEAM Partners

C. Public Education

Goal: Educate the public about local development issues

- Strategies:**
- Educate the public about the protection of our local ecosystem.
 - Provide public education on development issues as the City moves forward to revise land development regulations & sales tax codes.
 - Participate in the "Last Straw" & other conservation projects.

CEO, Advocacy Volunteers, TEAM Partners

STRATEGIC DIRECTIONS

COMMUNITY INITIATIVES:

2. COMMUNITY IMPROVEMENT

What actions will TEAM PG take to maintain & improve the quality of life in PG?

Who will work on it?

A: Healthy Lifestyles Initiatives

Goal: Develop community resources to make PG a better place to live, work, play.

- Strategies:**
- Convene Bicycle Friendly community leaders & partners to develop next BFC strategies.
 - Continue the Bicycle Loaner Program
 - Continue to operate History Park Community Garden for 2 years & develop a spin-off plan
 - Continue to host Peddle & Play in Paradise ride

Community & School Gardens, BFC, & BLP Committees

B. Community Improvement & Beautification

Goal: Engage in the preservation, beautification & improvement of PG

- Strategies:**
- Develop community improvement projects from the CMP
 - Engage with local arts organizations to enhance & develop arts resources
 - Bring America In Bloom to our downtown
 - Support Historic preservation efforts to retain & celebrate our history & historic sites.
 - Veterans park brick renovation

CEO, Volunteers, Partners

C. Waterfront Development & Conservation

Goal: Support the preservation, utilization & conservation of our waterways.

- Strategies:**
- Engage in projects that protect & conserve our waterways such as the Water Quality Initiative & the Living Shoreline projects.
 - Hold Paddle Punta Gorda & other educational events on and about the estuary.
 - Develop Kayak launch sites

Maritime Committee, Paddling Committee (to be renamed)

STRATEGIC DIRECTIONS

COMMUNITY INITIATIVES:

3. Community Service

What actions will TEAM take to mobilize volunteers for community service?

Who will work on it?

A: Community Service Projects

Goal: Initiate Community service activities.

- Strategies:**
- Build a home for a needy family with Habitat for Humanity
 - Paint & repair homes for needy homeowners with PYHO event or other service project
 - Initiate & participate in other community service activities selected by TEAM committees & Board

CEO, PYHO committee, Volunteers, TEAM Partners

B. Community Service Participation

Goal: Support city & partners' community service activities.

- Strategies:**
- Support city service projects such as Veterans park bricks & after-storm park clean-ups
 - Participate in community projects such as the Rotary's Human Trafficking workgroup when requested
 - Keep Charlotte Beautiful park clean-ups
 - Participate in Christmas Parade, tree lighting & other parades & festivals

CEO, Volunteers, TEAM Partners

STRATEGIC DIRECTIONS	COMMUNITY INITIATIVES:			
<p>4. COMMUNITY ENGAGEMENT</p> <p><i>What actions will TEAM Punta Gorda take to engage the community in our mission?</i></p>	<p>A. Communications</p> <p><u>Goal:</u> Maintain a coordinated, effective internal & external communications strategy</p>	<p>B. Marketing</p> <p><u>Goal:</u> Spread the word about TEAM</p>	<p>C. Outreach</p> <p><u>Goal:</u> continually build a cohesive team of volunteers & make our work accessible to all</p>	<p>D. Volunteers</p> <p><u>Goal:</u> Continually encourage community participation in TEAM committees & events</p>
	<p>Strategies:</p> <ul style="list-style-type: none"> Update communications plan annually Produce TEAM Talk Manage Constant Contact database Manage TEAM Website Improve social media presence Enhance relationship with the media 	<p>Strategies:</p> <ul style="list-style-type: none"> Update Communications Plan annually Produce TEAM Talk monthly Manage Constant Contact database. Manage TEAM website Improve social media presence Enhance relationship with media 	<p>Strategies:</p> <ul style="list-style-type: none"> Continue TEAM PG mixers Convene TEAM Annual Community Meeting Participate in Gallery walk and other community outreach events. 	<p>Strategies:</p> <ul style="list-style-type: none"> Continue to recruit volunteers for TEAM Committees Develop a strategy to continually fill leadership positions Provide training and orientation for TEAM volunteers & leadership Hold new volunteer breakfasts Develop more one-day volunteer events.
<p>Who will work on it?</p>	<p>Communications Team</p>	<p>Communications Team, BOD, CEO</p>	<p>Outreach Committee, Annual Meeting Committee</p>	<p>Volunteer Coordinator</p>

STRATEGIC DIRECTIONS	MANAGEMENT INITIATIVES:			
<p>5. SUSTAINABILITY <i>What actions will TEAM PG leadership take to build & maintain a strong TEAM Punta Gorda ?</i></p>	A: Administration	B. Board & Leadership	C. Finance	D. Fundraising
	<p>Goal: Provide management & leadership for TEAM's operations</p> <p>Strategies:</p> <ul style="list-style-type: none"> Continue to staff TEAM PG's administrative functions Maintain operations & board procedural manuals Oversee office operations Manage TEAM invoicing 	<p>Goal: Provide leadership and oversight.</p> <p>Strategies:</p> <ul style="list-style-type: none"> Maintain strong, effective leadership through Board, CEO & CFO positions Approve an annual budget & strategic plan Provide liaisons to committees Engage in Board development & annual evaluation Provide orientation for new board members & chairs 	<p>Goal: Provide leadership & oversight for TEAM's Finances</p> <p>Strategies:</p> <ul style="list-style-type: none"> Provide oversight & report on TEAM's Finances Supervise & support volunteer bookkeeper Liaison to CPA firm to assure all Taxes & government reports are filed. 	<p>Goal: Ensure sustainability by developing diverse resources to fund the work of TEAM</p> <p>Strategies:</p> <ul style="list-style-type: none"> Develop annual fundraising plan Maintain & grow sponsorships, & coordinate between committees & events Conduct fundraising events Participate in Giving Challenge Support & grow endowment fund at CCF
<p>Who will work on it?</p>	<p>Office Administrator, Volunteers</p>	<p>Board, Leadership TEAM & Chairs</p>	<p>CFO & Board</p>	<p>Board, CEO, Special Event Chairs</p>

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