

## Cape Charles Main Street 2020 Board Retreat

Date: February 8, 2020

Where: Cape Charles Christian School

Time: 10 am – 4 pm

### Agenda:

- 9:00 am – 10:00 am**    **Set Up Karen and Patty**
- 10:00 am – 10:30 am    Welcome and Introductions/Ice Breaker Exercise – Karen Zamorski, Program Director
- 10:30 am – 10:45 am    Who Does What? Roles of the Board – Tammy Holloway, Board President
- 10:45 am – 11:00 am    By Laws – Overview of Changes, Bill Stramm, Board Chair, Organization
- 11:00 am – 12:30 pm    What is our Goals for CCMS? Tammy Holloway  
Goals: 1 yr., 3 yr. 5 yr. – Priority Setting Exercise
- 12:00pm – 12:30 pm    Working Lunch
- 12:30pm -2:05 pm    Committee Workplan Reviews:
- 12:30 pm – 12:50 pm    Design – Mollie Pickron, Board Chair
- 12:55 pm – 1:25 pm    Promotions – Patsy Harris, Board Chair (Karen will cover for Patsy)  
Expanded Discussion on Marketing
- 1:25 pm – 1:55 pm    Economic Vitality – Laura Dodson, Board Chair  
Expanded discussion on Merchant Relations
- 2:00 pm – 2:30 pm    Organization – Bill Stramm, Board Chair  
Expanded Discussions on Fundraising, Sustainability and Merchandising
- 2:35 pm – 3:05 pm    Designation Overview & Update, Needs – Karen Zamorski
- 3:10 pm – 3:40pm    Budget Overview – Bill Stramm, Board Chair, Organization  
Remainder of current fiscal year/proposed budget for next fiscal year
- 3:45 pm – 4:00 pm    Wrap up, Tammy Holloway (Thank you to Donna Moyer)
- 4:00 pm -- 4:30 pm**    **Clean up/Lock Up**