



**DELTON AREA BUSINESS
ASSOCIATION**

Strategic Planning

2015



DABA

- Vision

- *Connecting local leaders to facilitate prosperous businesses*

- Mission

- *Enhancement of the business environment in our community through membership, networking, education and promotion*



DABA

- Core Values
 - Support
 - Collaborative partnerships
 - Teamwork
 - Outreach
 - Compassion
 - Respect
 - Listen for understanding
 - Seek clarification
 - Safe environment to share ideas; everyone's ideas are important
 - Integrity
 - Honesty
 - Sincerity
 - Business Pride
 - Visual Appearance
 - Positive culture
 - Celebrate success
 - Recognize achievements – small & large



GOALS

- Build a larger active membership
 - Business Community Survey
 - Membership Campaign
 - Improve communication
 - Calendar
 - Pre-plan events
 - Meeting timing
 - Social media (FB, etc.)
 - Person to person invitation
- Develop team structure and associated processes (champions)
 - Agenda
 - Minutes
 - Meeting reminders
 - Reporting progress

