

## Lake of the Woods Arts Community

Strategic Plan Implementation Timeline

April to December 2016

Strategic Direction - Activity / Action Item	Person (s) Accountable										
		04/30/16	05/31/16	06/30/16	07/31/16	08/31/16	09/30/16	10/31/16	11/30/16	12/31/16	
<b>Towards Effective, Consistent Communication</b>	LeeAnn Hawkins										
<u>Website</u>	Patricia Neira										
Board members should look at website and suggest amendments to Erin.	Ralph Rogers	√									
Need current Board members to provide bios to IT person/Erin.	Cher Stooke	√									
Artist information sent to Erin to be added to website.		√									
Launch the website.			√								
Local media should be informed of new website (ie: radio, newspaper).			√								
An oversight committee should regularly review the website.			√								
Strategy evaluation and celebration.				√							
<u>Artists' Directory</u>											
Communicate to members that their data is required.		√									
Determine sub-headings by art medium.		√									
Establish a committee to oversee creation of artists' directory.			√								
Determine level of security - what information is for website and what is for the community at large?			√								
Strategy evaluation and celebration.				√							
<u>eNewsletter</u>											
Establish a committee to set-up a dynamic and regular newsletter.							√				
Committee to determine the content of newsletter.									√		
Strategy evaluation and celebration.											√

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<b>Towards Local Government Support for the Arts</b>	Patricia Neira										
Set up a political action committee.	Ralph Rogers						√				
Regularly be in contact with Mayor and Council and keep them informed of our accomplishments.	Cher Stooke						√				
Make a presentation to Council.								√	√		
<b>Towards Engaging Youth in the Arts</b>											
Letter to school boards about students becoming involved in the Path of the Paddle project by April 2017.	Patricia Neira	√									
	Ralph Rogers										
	Cher Stooke										
<b>Towards a Home for the Arts</b>											
Decide who should be at the table.			√								
Distribute survey to those identified to be at the table - a) Get input from each group. b) Compare with existing comparable groups.			√								
Collate information collected form survey. Invite to a meeting those who have a vested interest in the home for the arts.								√			
Define space requirement/time required: a) Location, safety, square footage.											√
<b>Towards Expanded Participation and Information Beyond Kenora and the LOW Area</b>	Lil Anderson										
Hire social media manager.	LeeAnn Hawkins	√									
Get current information to social media manager.	Erin McCuaig	√									
Revamp website.			√								

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Get presence on Twitter and Instagram to appeal to a younger audience.				√							
Coordinate with existing events like Path of the Paddle, Culture Days, etc...				√							
Collect member information, create contact list.				√							
Develop newsletter and distribute (ie: Mail Chimp).							√				
Strategy evaluation and celebration.								√			
<b>Towards the Development and Implementation of a Board Training Plan</b>	Ralph Rogers										
Establish committee to develop board training manual.	LOWAC Sub Committee	√									
Determine contents of manual.		√									
Develop board training manual.		√									
Presentation of board training manual.							√				
Ongoing monitoring of content and implementation of board training manual.							√				
Implementation of board training manual.								√			
Strategy evaluation and celebration.									√		
<b>Towards Partnerships with Other Groups</b>	Esmé Boone										
Create presentation/information package.	Linda Nault							√			
<b>Towards Efficient and Effective Use of (all) Membership</b>	Esmé Boone										
Information presentation given, annually, at AGM.	LOWAC Board of Directors								√		
	Irene McCuaig										
	Board of Directors										

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<b>Towards Financial Sustainability</b>	Esmé Boone										
Collaboration with other partners (ongoing work).	Marion McKay	√	√	√	√	√	√	√	√	√	
Make an inventory of articles in storage to see if we can sell anything.	Irene McCuaig			√							
Get someone with financial acumen on the Board.	Cher Stooke									√	
	Sue Straight										