



# Missouri LICA Strategic Planning Task Force Summary

Friday, November 2 & 3, 2018 ♦ Stoney Creek Hotel ♦ Columbia, MO

## Discussion Summary:

Why volunteer?

- Make a difference
- Passion
- To give back
- Learn
- Network
- Fun
- Development, both personal and professional
- Resource

What has the MLICA Board done since March, 2018?

- Started a Facebook page
- Scheduled more district meetings
- Surveys in the districts
- Communication to members - newsletter, meetings, etc.

What did we want to get done, but didn't get to?

- Membership meetings/drives
- New membership packet
  - In person/face-to-face visit
  - Electronic packets vs. snail mail
    - \* Mass text software - Remind App, GroupMe App
    - \* What percentage open emails or apps
  - Invite - no cost
  - Investment in new members - free attendance & text program
- Bylaws review
- District Development - will "stomp" for member engagement in District #6, #4, & #3

## Price and Satisfaction

What are areas that MLICA does well?

- Benefits outweigh the costs
- Networking/Education for members
- Professional Education - better more direct (focused) for needs of the member - industry experts

What is keeping us from doing the hard things?

- Time
- Initiative to get it going
- Fear of rejection
- Intimidating

What is your message to the member?

Know your circle, how you respond, body-language, what's your attitude?

## Mission Statement

What are we here for?

Rob Liles presented an original draft and, after minor editing, the group adopted the following Motto and Mission Statement.

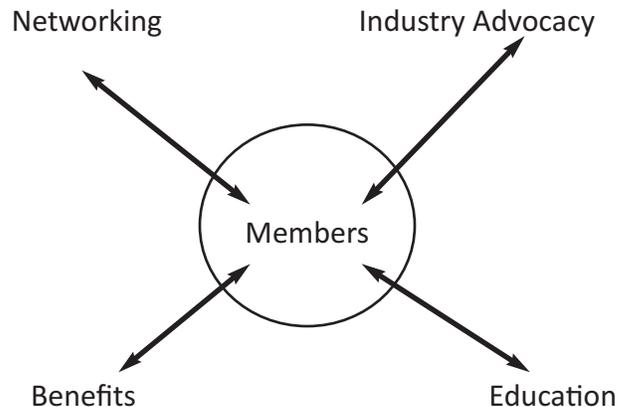
**Motto:**

*"Improving our water quality and conserving our lands for future generations."*

**Mission Statement:**

Missouri LICA is an organization of contractors that have a passion for the cause of giving back to the land. We have the ability and resources to educate our members through the networking of professional educators and industry experts.

## Association Structure (four-legged stool)



### Bylaws Revision Discussion

- ♦ Discussion on Committees vs. Task Force
- ♦ Have revised bylaws ready for a vote at the 2019 Winter Convention
- ♦ Mont appointed Debbie, Rob, Jake, Bruce, and Amber as members of the Bylaws Revision Task Force

#### Concerns related to Districts

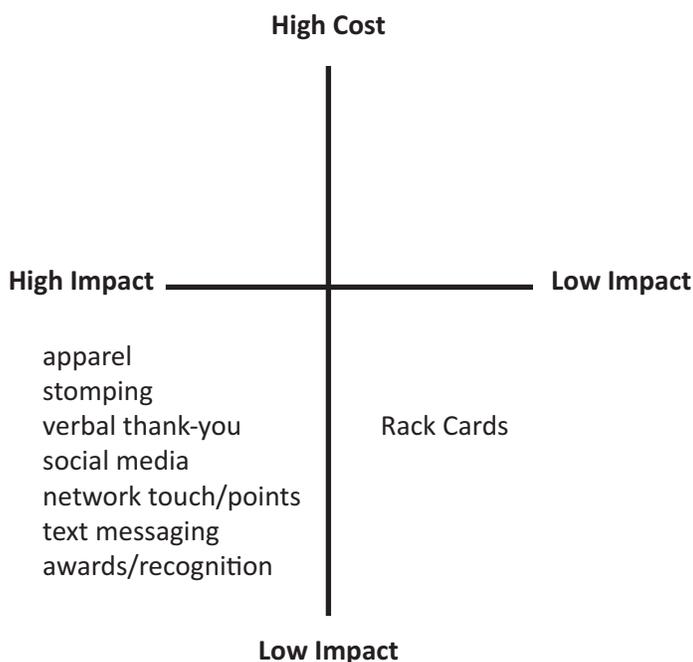
- ♦ Some districts are not meeting or electing officers
- ♦ Is the District structure the way to move forward?

It was decided to leave the current district structure in place, stomp the districts for member participation, and review the results in one year

Develop and produce a piece which can be left with members after meeting with them to encourage engagement in Districts #3, #4, and #6.

- ♦ Dues structure for contractors and associates need to be addressed in bylaws, including a mechanism to address National LICA dues increases.

### Impact vs Cost Discussion



**Note:** Texting program for member reminders is a high priority. Debbie and Mariah will work on this.

### What is a take-away from this session's discussions?

- ♦ Texting projects
- ♦ Working on districts that need assistance
- ♦ Helping to re-organize an inactive district
- ♦ Mission statement that was created
- ♦ Seeing the passion behind each that are present
- ♦ Excited to start the stomping process not only for weaker districts, but also in local districts
- ♦ Seeing the enthusiasm behind discussions - Pride - Passion!
- ♦ Proud to be part of a relevant organization for now and in the future
- ♦ Fixing/discussions related to the bylaws revisions
- ♦ Attendance - the return of the group from March - involvement
- ♦ Not getting stuck in the weeds, open discussion, able to hear other opinions
- ♦ Having a plan! Direction - Focus - Goals
- ♦ Hearing the enthusiasm of the group is very contagious and exciting
- ♦ Personal development skills
- ♦ Developing a mission statement - Having a group that is so willing to come together about focus and direction as a group. Collectively establishing great goals and a plan to move forward. Very excited to see the outcome of this meeting.