

Strategic Planning Committee Meeting Minutes
Galena Country Tourism
Fri., April 29, 2022, 10 a.m.
Digital

- I. Call to order by presiding officer – 10:01 am
- II. Roll call – Nikki Rhodes, Nancy Neuses, Colin Sanderson and Rose Noble. Absent: Oniqueh Giles
- III. Citizen Comments* - none
- IV. Old Business/Board director concerns: - none
- V. New Business

- a. Tourism Master Plan: Noble reviewed the Tourism Master Plan draft and survey results with the committee.

Rhodes discussed #4 in the objectives (Live & Work) and expressed her interest in making Galena more than a retirement community, but a community to recruit younger families to live and work in the area.

The committee agreed some top focuses were workforce and housing and that growing the visitation is great but we need to have workers to provide excellent service or those visitors will not have a good experience in our destination. Quite a bit of discussion revolved around this topic.

Sanderson noted that workforce has been an issue for nine years.

Rhodes thinks the workforce issues are more prominent today than nine years ago.

Sanderson noted that Eagle Ridge is looking to become a “teaching resort” where college level candidates can get credit for working while also learning about the hospitality arena. The committee liked this idea.

Rhodes loves the idea and expanded on the topic by noting that package incentives could also be used to draw in more workers.

The committee reviewed the remaining objectives, challenges and strengths noted in the drafted plan and agreed a healthy discussion about priorities will be started at the upcoming full board meeting on May 24th.

- VII. Adjourn – With no further questions, the committee adjourned at 11:04 am