



From Mission towards Action Plan: Summary of Discussions of October and November 2009

Through October and November of 2009 Brookdale Park Conservancy sponsored four meetings in which the membership was invited to reflect upon

- *the organization's mission,*
- *its vision of what it would look like if the mission was achieved,*
- *what factors are critical for achieving the mission,*
- *And setting out specific activities to achieve the critical success factors.*

The first two meetings were facilitated by Charlie Matteis, a specialist in Organizational Development; the last two were facilitated by Toni Spiotta, BPC Board Member, with consultative support from Charlie Matteis. A total of twenty three BPC members participated in one or more of the meetings.

The final step of transforming the following summary of the four 2009 meetings into a meaningful plan of action requires further work that would be considered by the new Board after the election in March 2010.

- *Regarding the mission statement: The group reconfirmed the mission as stated (see below) and suggested a one word change. The recommendation is that the word "awareness" be changed to "stewardship" as follows; PROMOTE the wise use of the park and environmental (delete awareness) stewardship through activities, educational programs and public service efforts.*
- *The agreed upon factors critical to success include*
 - *Fully embraced clarity of vision and purpose that guides actions*
 - *Active membership*
 - *High performing board*
 - *True partnership and effective working relationship with Essex County*
 - *Effective operating procedures*
 - *Every year accomplish something that enhances the ecology or prevents degradation*
 - *Effective funding mechanisms*
 - *Strong working relationships with other park constituencies*
 - *High visibility and credibility*

- *Examples of actions to achieve these factors that are critical to the mission of BPC include, but are not limited to the following:*
 - *Study Olmsted guiding principles and then agree upon actions that would reflect "respecting" them*
 - *Statement drafted by board regarding civility, and respectful consideration of differing opinions*
 - *Consideration of By-Laws change to giving voting right to Committee Chairs*
 - *Clear description of duties and responsibilities of officers and board members*
 - *Positive, proactive suggestions for improvement or problem resolution to County*
 - *One Sunday a month booth in park to provide information about the park*
 - *Timely announcements to membership*

Respectfully submitted by
Toni Spiotta, Chair
Master Planning Committee