## REVIEW OF POINTS DISCUSSED AT STRATEGIC PLANNING MEETING ON JULY 1, 2017

| Priority | STRENGHTHS | Priority | WEAKNESSES |
|---|---|---|---|
| | State wide organization in place | | Who is really reading emails? |
| | Sanction walks | | Communication at all levels |
| | DNR, meet-ups and other programs | | Walks sometime leave solitary person with money |
| | Provide information to the clubs | | Need publicity |
| | Conduit for AVA information | | Little to no help from AVA |
| | Unites the clubs | | Quality of club events |
| | Help clubs stay active and resolve problems | | Friendliness and welcoming attitude at walks |
| | | | No trailmaster training or training ignored |
| | | | Lack of reason to stay around and socialize (food) |
| | | | No restrooms on trails |
| | | | No place to sit at checkpoints (socializing) |
| | | | **Solitary people at checkpoints, no way to call for help** |
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| Priority | OPPORTUNITIES | Priority | THREATS |
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| | Place signs on trails announcing next state meeting | | Closing clubs |
| | Utilize technology more | | No commitment from anyone |
| | Welcome people to walks and encourage socializing | | Lack of volunteers |
| | Make DVD on volksmarching and show during walks | | Demographics (ageing, travel distance, weather) |
| | Obtain state sponsors - The Walking Company | | Competition from other venues |
| | Sponsor trail cleaning at state parks | | **Lack of paying walkers: expenses outweigh profit** |
| | Place more flyers on community bulletin boards | | |
| | Better checkpoint placement | | |
| | Send emails telling of walks | | |
| | Develop a way to receive emails | | |
| | PDF copies of flyers on website | | |
| | Give Cliff help to improve INVA website | | |
| | "Sell" walks to prospective walkers | | |
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