

**Athens Economic Development Corporation  
Board of Directors Strategic Planning Workshop  
Minutes for July 13, 2017**

The Board of Directors of Athens Economic Development Corporation (hereafter referred to as AEDC) held a Strategic Planning Workshop at 9 a.m. on Thursday, July 13, 2017 in the Derek Daniels Board Room of the Athens Partnership Center, 201 W Corsicana, Athens, Texas.

Directors present: Jess Laird, President, Jeaneane Lilly, Carmen Hunt, Cliff Barrett, John Trent, Maurice Cox and Will Traxson

Staff present: Lisa Denton, Dede Sims and Sherri Skeeters

Facilitator: Alysia Cook, Opportunity Strategies LLC

**Call to Order and Welcome**

The workshop was called to order at 9 a.m. by President Jess Laird. A quorum was present. Mr. Laird shared AEDC's accomplishments over the last few years and asked Lisa Denton to introduce Alysia Cook with Opportunity Strategies.

**Strategic Planning Workshop, facilitated by Alysia Cook, with Opportunity Strategies LLC**

Ms. Cook presented an overview of Economic and Board Development, followed by a review of the mission for AEDC. The group focused on a 3-year strategic plan, and the goals associated within that timeframe. The intent was to build on the processes and outcomes from the comprehensive plan that was done 5 years ago.

Ms. Cook will have a follow up meeting with staff, to review the goals and strategies, and to develop KPIs to measure progress. AEDC Directors will have an opportunity to review the draft plan that will be sent in 3-4 weeks and make any changes before it is finalized and approved at a future board meeting.

**Adjourn**

With no further action to be taken, the workshop was adjourned at 4:49 p.m.

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Carmen Hunt, Secretary

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Jess Laird, President