

Top Organizational Priorities for 2010

Economic Development

- Support the Census 2010 initiative
- Continue work to encourage job creation and capital investment
- Reconstitute leadership of Salina Economic Development Corporation with a focus on development of market ready property
- Continue Education to Career Task Force, focusing on strategies for skill development of existing workforce
- Form a task force to study how Salina can benefit from the National Bio and Agro-Defense Facility in Manhattan
- Continue to work for expansion/attraction of commercial businesses using approved policies and tools
- Complete strategic thinking to address long term labor availability challenges and opportunities
- Continue successful Project Open initiative to help entrepreneurs
- Support the KU School of Medicine – Salina project

Community Development

- Work with others to implement Workforce Housing Project using federal government funds
- Support the Sculpture Walk initiative
- Develop and implement an internal marketing campaign
- Work to encourage redevelopment of targeted properties
- Support the Smoky Hill River restoration concept
- Continue to work on redevelopment of Broadway commercial corridor

Government Affairs

- Organize annual trip to Washington DC to advance Salina priorities
- Organize “Salina Day at the Capitol” in Topeka
- Continue and enhance military affairs council programming

Membership

- Continue to conduct annual events that are valued by members
- Implement Member to Member Discount program
- Work with others to establish Leadership Salina alumni group

Visit Salina

- Work with cultural arts organizations to implement the new regional marketing initiative using transient guest tax revenue
- Develop a strong marketing plan for Kenwood and Oakdale Park facilities and events to enhance promotion of Salina as a destination
- Work to better articulate the community-wide value of visitor activity
- Broaden and strengthen local partnerships in advertising and marketing
- Continue to host or assist various sporting related events and conventions that bring visitors to the Salina economy

Internal Operations

- Continue to evaluate staffing level to meet needs, especially database management
- Provide training to staff to address skill gaps, including technology related gaps
- Continue website updates and improvements
- Approve updates to the personnel policy manual, including a review of employee benefits

