

**North Bay Watershed Association (NBWA)  
Strategic Planning Session 2  
November 2, 2018  
Notes (v.11.4.18)**

**Agenda 9:30 – 12:45  
Opening; Announcements and Insights; Identifying  
Shared Vision (5 years) Identify Key Strategic  
Directions (1-3 years); Review and Clarification of  
NBWA Mission; Next steps and closing**



## Opening and Strategic Planning Framework Overview

*Judy Kelly, Executive Director and Jack Gibson, NBWA Board President welcomed everyone and provided the context for our strategic planning sessions. Lori Lewis (Chaordic Balance) our facilitator reviewed our agenda for Session 2 where we will focus on identifying a shared vision (five years) and key strategic directions (-1-2 years).*

1. Explore and learn from past efforts and actions
2. Assess and understand the current environment (internal and external)
3. Envision a future and identify key strategic directions/goals
4. Understand what success will “look like” and “sound like”
5. Create strategies and action plans as needed
6. Identify systems that allow the “plan” and the organization to evolve and be dynamic, i.e., respond to internal and external events

*In table and large groups we reviewed and talked about what we remembered from Session 1 and what we needed to consider as we moved forward in the strategic planning process.*

The key focus questions to consider in Session 2 included

- What could our future look like and sound like?
- Who do we want NBWA to be
- What do we want NBWA to be known for/as?
- Where can we, as a Regional organization add value?



Looking Forward – What do we want to be and be known as? How do we get there?

Lori asked us to project ourselves five years into the future and think about what the North Bay Watershed Association future success would look and sound like. We worked in five diverse table groups to create a cover story of our success. After we presented each cover story to the large group, we identified common themes and developed draft Vision Statements. These Vision statements will be revised and refined as we work on our plan.

**COVER**  
 "The NBWA has been key to better planning and management of North Bay water." - Kamala Harris, President, USA

**QUOTES**

**IMAGES**

**BIG HEADLINES**  
 "Water X"  
 "State heeds NBWA leadership"  
 "ACWA folds, NBWA takes over"  
 "NBWA advises State Board on CEQA matters"

**SIDEBARS**  
 How NBWA cities went to zero water footprint  
 "WROA brings multi-billion dollar package"  
 "NBWA resuscitates IRWMP"

**COVER**  
 "The NBWA has been key to better planning and management of North Bay water." - Kamala Harris, President, USA

**QUOTES**  
 JACK Gibson said "This is proudest moment of my life"  
 PRESIDENT OPRAH "ONE PEOPLE"  
 "MANY SOLUTIONS" + "colleagues"  
 KOCH BROTHERS "PRAISE PER REAL ACTION!"

**IMAGES**

**BIG HEADLINES**  
 1. NBWA BRIDGES THE GAP - MOVING TOWARD PRESENTA  
 2. LEADING SCIENTISTS CONVERGE ON REGIONAL NORTH BAY FOR CLIMATE CHANGE SOLUTIONS/ACTI  
 3. NBWA LANDS 500 MILLION GRANT

**SIDEBARS**  
 1. GAME OF FLOODS BECOMES COMMERCIALLY AVAILABLE - ONLINE GRAMES GO VIRAL

**COVER**  
 "The NBWA has been key to better planning and management of North Bay water." - Kamala Harris, President, USA

**QUOTES**  
 "We command NBWA for its leadership in dealing with climate change in Marin, Sonoma and Napa counties" - David Gavett, Governor

**IMAGES**

**BIG HEADLINES**  
 Climate Change Adaptation  
 - getting ahead of sea level rise  
 - preparing water supply systems for climate change  
 - local processes to reduce carbon footprint

**SIDEBARS**  
 - North Creek levee upgrade  
 - Petaluma plants 1000 oaks

**COVER**  
 "The NBWA has been key to better planning and management of North Bay water." - Kamala Harris, President, USA

**QUOTES**  
 "The future depends on what we do in the present." - Gandhi  
 Water is the driving force of all Nature - DeBono

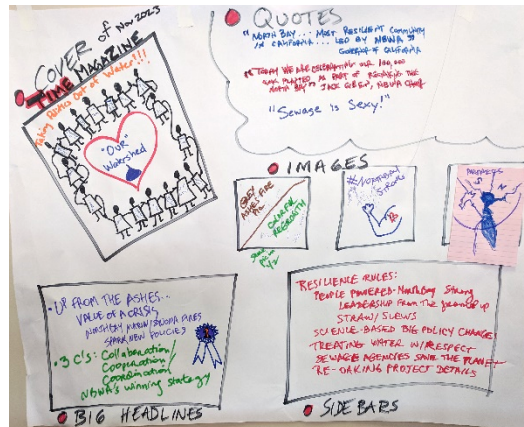
**IMAGES**

**BIG HEADLINES**  
 "Cost effective action plan for clean water improves health + the environment"  
 "Public education from NBWA improves awareness + buy in of the need for more action"

**SIDEBARS**  
 Multi-benefit Projects  
 Regional leaders meet to discuss North Bay's water future  
 State + Federal funding comes through for North Bay restoration and education outreach







**Common vision themes identified from the cover stories**

**Our Shared Vision is...**

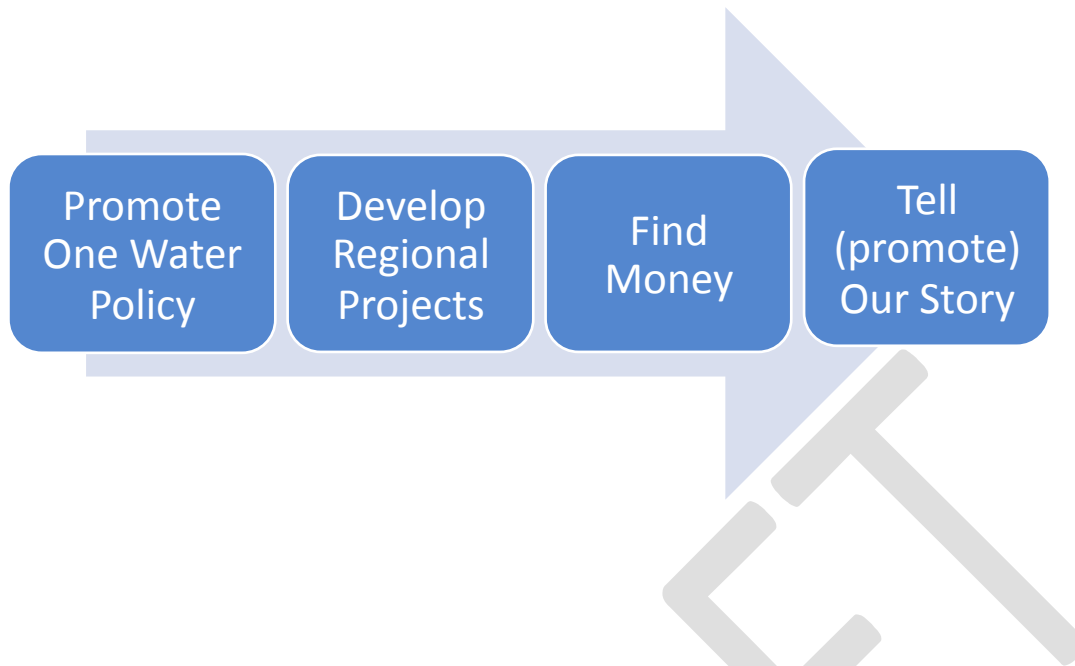
- To manage all water holistically and sustainably as one molecule of life;
- That we work together towards the funding of efficient and effective Multi-benefit projects and programs;
- For NBWA to provide dynamic and insightful regional leadership on Watershed solutions;
- To restore people and place through watershed-based planning and habitat recovery to achieve a clean sustainable environment;
- To lead the North Bay in climate change resilience and adaptation for our community;
- To utilize science and innovation to drive responsible and efficient water use; and for
- Different organizations to come together to work collaboratively on common challenges with respect and good humor.

**Strategic Directions**

Strategic Directions are the 2-5 areas that make sense for a group to focus on in the next 1-2 years in order to work towards achieving their vision.

*The group (individually, small groups and collectively) identified suggestions, ideas, practical proposals that would need to be implemented in order to reach the vision. We grouped our ideas and identified four key strategic directions that the North Bay Watershed Association will focus on in the next 1-2 years.*



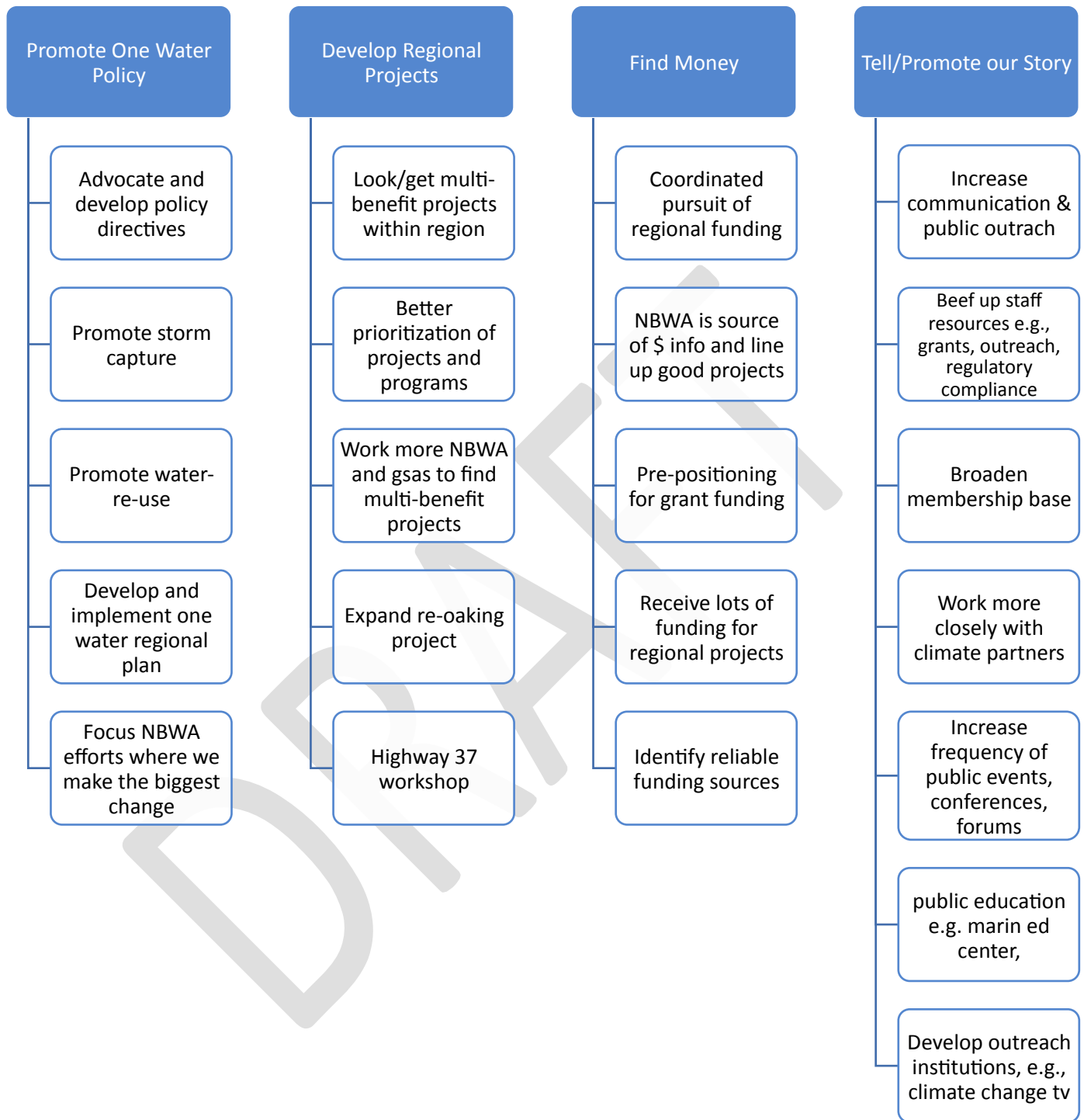


### Strategies for Action

The next step for the plan is to develop specific action oriented strategies for each strategic direction.

The following represent some of the practical ideas, suggestions, actions that were brainstormed by the group that could be incorporated into the specific strategies (as they make sense).





**Bike Rack**

*(Outstanding questions, ideas, thoughts to think about and/or incorporate in future strategic planning sessions and/or Board meetings)*

- Suggestion for our shared vision – “ Our shared vision, as a jolly band of folk, is gathering hermits to save earth



- Suggestion for possible action – public education teaching children the importance of water/environment from a young age to prevent future negligence (note: could be in tell our story or regional project or ?

### Next Steps and Closing

- 1) Lori will prepare Session 2 summary for distribution
- 2) Judy will work with others to develop draft strategies for each strategic direction
- 3) At our December 7<sup>th</sup> Board meeting, Lori will present the current draft and engage the Board in identifying key next steps.
- 4) The Board will review the current mission statement to assess if it is still accurate and relevant given the future we are envisioning.



*In closing each person offered one word that summed up where they are as they think about the future of NBWA*

