

BOARD GOALS FOR 2010  
Established at the Board Retreat, Feb 20-21

1. Goal: Increased occupancy to meet business model goals.
  - Activity: Support dynamic and innovative marketing programs including targeting more/diverse audiences.
  - Activity: Set Room & Board rates that are attractive to a wider audience.
  - Activity: Support new conference planning.
  
  - Measure: Bed nights meet or exceed goal of 22,000.
  - Measure: Age distribution skews younger than currently.
  
2. Goal: Support a successful Capital Campaign
  - Activities: Participate in Capital Campaign visits.
  - Activities: Promote Capital Campaign visibility and support in conferences and among the shoaler population.
  
  - Measure: Capital Campaign performance against goal
  
3. Goal: Transform Star Island Culture
  - Activity: Live and promote policy governance.
  - Make our decision in the framework of the new business model
  - Activity: Promote “One-Star” point of view, citizenship of the Island beyond individual conferences.
  
  - Measure: Corporation and conferences member comfort with policy governance.
  - Measure: Corporation and conferences member awareness of new business model.
  - Measure: Corporation and conferences member adoption of “One Star” mind-set.
  
4. Goal: Long term financial stability
  - Activity: Monitor operational financial performance.
  - Activity: Encourage management focus on diverse revenue sources.
  - Activity: Expand financial planning time line.
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  - Measure: End of year financial position reflects on-going forecasts.
  - Measure: No extraordinary distribution from Trust.
  - Measure: Development of an updated multi-year financial plan.
  
5. Goal: Build a volunteer leadership “bench” (Board, committee, conferences)
  - Activity: Board liaisons are aware of succession planning in their committees
  - Activity: Support Nominating Committee and Committee on Appointments in their searches for talent.
  - Activity: Support Staff work creating an effective automated skills/interest inventory.
  
  - Measure: Successors are identified for all upcoming leadership transitions.
  - Measure: Increase the number of Corporation members