

TTAD Strategic Planning Workshop #1 Pre-Reading Materials

Directions:

- 1) Please review current list of priorities (per 2023 approved budget and Board feedback during Feb interviews)
- 2) Add additional priorities and bring to workshop #1 to share in small group breakout session

Draft Strategic Planning Framework



Summary of Preliminary Board Priorities

From Board Interviews

Operational

1. Focus on operations to bring economic vitality
2. Land swap
3. Deal with runways
4. Manage facilities
5. Determine stance on land exchange
6. Educate & enforce pilots to mitigate noise
7. Improve internal management, staff, functions, employment expectations, software, training
8. Focus on board relations
9. Create a strategic plan with goals
10. Figure out how we spend our money
11. Reserve policy

Economic

1. Consider where money is allocated, why, criteria behind decisions
2. Streamline funding back to the community
3. Invest and improve airport so community can use it
4. Be more intentional about assets and money
5. Let's operate the Airport and think about operations like running a successful business—this in itself provides significant economic benefit which is a community benefit

Natural

1. Offset airport impacts
2. Area of most board agreement
3. Not as critical as three other areas
4. Collaboration key to this

Social

1. Give back to the community in significant ways, more
2. Let's support more significant, regional community impacts (housing, transportation, climate action, etc.)
3. Be strategic about giving –aviation-centric
4. Let's link community giving to asset management of Airport
5. Build understanding and authentic support for the Airport based on our real value and work
6. Reduce risk to our neighborhoods surrounding the Airport