

DDA Goals
Established by Hiring Committee

DDA Director Goals for 2019	Deadline
1. Branding & Logo.....	September
2. Recruit Members to Fill Board Roster.....	Ongoing
3. Website Development	November Launch
4. Training-Board	Ongoing
a. Develop Board Orientation	
b. DDA Board Survey	
c. Board Education at Mtgs or in Packets	
5. Revamp Partner Program packages.....	October
a. Develop benchmarks for Partnerships	April 2020
b. Increase sponsorships by 20% for 2021	
6. DDA Office.....	Ongoing
a. Research potential new locations for DDA office	
7. Develop Business Recruitment & Retention Plan.....	May 2020
8. Barry'd Treasures	December