



# Board Strategy Offsite Recap

## Why Strategy Plan Now?

- Phoenix continues to change rapidly - our plans need to reflect today's reality.
- PMPC has always been great during a crisis...but we also want to be proactive.
- Concerned about succession and burnout.

## Offsite Conclusions:

- Need to strengthen the organization for the future
- Should engage the community and set a forward-looking vision.
- There is a lot for us to do! We have to be smart about it and recruit help.

## Offsite Discussion Themes:

- PMPC's roots matter as much as they ever have.
- New threats and opportunities will always emerge
- Our organization has an amazing culture - how can we amplify it?

## Offsite Output:

- Draft Vision, Mission, Values statements
- Draft Board recommendations
- Draft strategic framework

# Vision, Mission, Values, BHAG

**DRAFT**



## Vision (The Future We Imagine)

A city whose desert and mountain landscapes are perpetually protected, inseparable from its identity, and cherished across generations by all who call Phoenix home.

## Mission (What PMPC Does)

The Phoenix Mountains Preservation Council is the voice of the mountain preserves -- advancing their protection, expansion, and celebration through policy advocacy, community partnerships, and public education.

## Values (PMPC's Behaviors)

**Stewardship**  
**Determination**  
**Vision**  
**Community**  
**Trailblazing**

## BHAG (Big Hairy Audacious Goal)

**50,000 Acres of Preserves by 2050**

# Possible Implications for PMPC Board

**DRAFT**



## Draft Recommendations:

1. Increase size of the Board to 12.
2. Define additional Board positions, including Technology, Membership (distinct from Treasurer), and Board Operations.
3. Consider establishing Board Committees to spearhead strategic priorities.
4. Consider establishing an “expert council” of past board members who have significant PMPC historical knowledge

# Strategic Framework

**DRAFT**



4 Strategic Priorities: 3 externally-facing, and 1 internal

## Acquire

Strategically add land to the Preserves

## Preserve

Protect and nurture existing Preserves

## Influence

Grow PMPC membership and strengthen partnerships

## Strengthen Foundation

Solidify PMPC's foundational capabilities so that it can thrive for generations