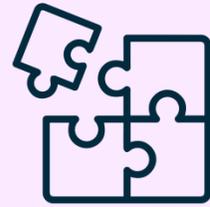


HTA ACTION PLAN FOR THE NEXT 90 DAYS

Presented by Caroline Anderson
Interim President & CEO

01. Collaborative & Cohesive

Achieve a collaborative and cohesive team that communicates and coordinates efforts and works together efficiently



02. Reduce Overdue Invoices

Reduce the overdue invoices by 100% by May 15, 2025



03. ID Contractor Issues

Identify outstanding contractor issues by May 15, 2025



04. Review, Update, Follow Policies & Procedures

Ensure all policies and procedures are reviewed, updated and followed by HTA staff by end of July



GOALS



05. Improve Board

Improve board work and efficiencies.



06. Effective Tourism Policy Development, Empower Staff

Ensure effective tourism policy development, setting clear direction while empowering staff to implement its annual Strategic Tourism Management Plan



07. Fill Open Positions

Fill the following open positions by July 1, 2025:

- Public Affairs Officer
- Brand Manager (Stewardship Team)
- Chief Stewardship Officer

AREAS OF FOCUS



STABILIZE LEADERSHIP
& ORGANIZATIONAL
STRUCTURE



STRENGTHEN STRATEGIC
COMMUNICATION



IMPROVE BOARD



Create broader understanding of HTA role, goals, and operations



STRENGTHEN STRATEGIC COMMUNICATION



Identify and communicate economic and community benefits of HTA work and State's financial support of HTA



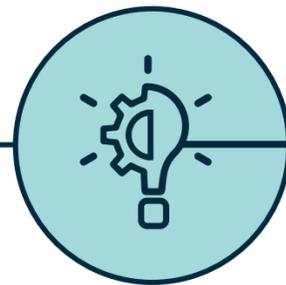
Establish specific plan for communication with Legislature and Governor's Office

IMPROVE BOARD - WORK WITH BOARD LEADERSHIP



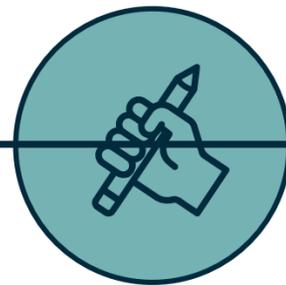
ROLES/DUTIES

Reset Board member role/duties and expectations



INTRA-BOARD RELATIONS

Establish intra-board relations



BOARD/STAFF RELATIONS

Establish board/staff relations, including communication expectations



CONSOLIDATION & EFFICIENCIES

Consider consolidation of Board Committees and identify committee/board meeting efficiencies



BOARD TRAINING

Identify necessary and/or beneficial board training