

Attachment A



Accepted by MACEDC Board in February 2021

2021 Key Initiatives Business Activity and Tactics					
Initiative	Owners	Team	Additional Info	Start Date	Targeted Completion
Financial Stability					
City Budget proposal	L. John MacMartin Brekka Kramer	Jonn Knecht Randy Hauck Mayor Sipma Kevin Black		Q2	Q3
Combine financials for new organization & develop budget	Chanda DeCent Missy Feist-Erickson	Ryan Ackerman Randy Hauck Jonn Knecht Jason Zimmerman	Complete.	Q1	Q2
Review long-term viability of Motor Vehicle & plan for impacts	L. John MacMartin Cassidy Hjelmstad	Chanda DeCent Kevin Black		Q2	Q4
Membership recruitment and retention	L. John MacMartin Kevin Black	Missy Feist Erickson Carla Dolan Les Knudson		Q1	Ongoing
Organizational					
Succession planning for president position	L. John MacMartin Randy Hauck	Jonn Knecht Kevin Black Missy Feist-Erickson		Q4	2022
Develop new org mission & vision statement	Carla Dolan Brekka Kramer	Cassidy Hjelmstad Randy Schwan	Complete.	Q1	Q2
Finalize organization chart & initial staffing	L. John MacMartin Jonn Knecht	Full BoD	Complete.	Q1	Q2
Economic Development					
Secure long term viability for intermodal	L. John MacMartin Brekka Kramer	Jonn Knecht Ryan Ackerman Randy Hauck Les Knudson Jason Zimmerman		Q1	Q3
CRISI grant project management	L. John MacMartin Ryan Ackerman	Jonn Knecht Randy Hauck Brekka Kramer Jason Zimmerman		Q1	2022
Continue development of Industrial Park	L. John MacMartin Jonn Knecht	Ryan Ackerman Randy Hauck Brekka Kramer Jason Zimmerman	We will continue to look for tenants and respond to site selector RFPs	Q2	Ongoing
Programming / Community Outreach					
Assess impact & efficiency of existing programs	Carla Dolan Kevin Black	Dr. Shirley Dr. Vollmer Cassidy Hjelmstad Bucky Anderson Les Knudson	Agriculture Committee Ambassadors Business Retention & Expansion (BR&E) Business After Hours Community Leadership Institute Energy Committee Governmental Affairs Committee Infrastructure Committee Junior Achievement Military Affairs Right Start Showcase of Business Task Force 21 Young Professionals Women Connect	Q1	Q4