

## **Berkley Downtown Development Authority** Strategic Planning Retreat

**Session I: Friday, April 7, 2016, 6:00 p.m. to 8:15 p.m.**  
Farina's Banquet Center, 2485 Coolidge Highway, Berkley

### Agenda

- A. Welcome and Introductions (15 Minutes)
- B. Session Overview and Key Expectations (15 minutes)
- C. Key Issues and Big Map Exercise (60 Minutes)

Break (15 Minutes)

- D. Key Issues and Goals Prioritization (25 Minutes)

**Session II: Saturday, April 8, 2016, 8:00 a.m. to 11:00 a.m.**  
Berkley First United Methodist Church, 2820 12 Mile Road, Berkley

### Agenda

- A. Welcome and Introductions (10 Minutes)
- B. Session I Recap and Session II Key Expectations (10 Minutes)
- C. Visioning and Values Exercise (30 Minutes)
- D. DDA Board Roles Discussion (30 Minutes)

Break (10 Minutes)

- E. Project Brainstorming Exercise (60 Minutes)
- F. Project Prioritization (15 minutes)
- G. Project Build-Out Exercise (20 minutes)
- H. Wrap-up and Next Steps (5 Minutes)

*Reminder: if you have a cell or smartphone with texting capabilities, please bring it along for use in several of the retreat exercises.*

