

| <i>Key Result Areas</i> | <i>Key Measures</i> | <i>2020 Strategies</i> | <i>Primary Accountability</i> | <i>Target</i> |
|--|--|--|-------------------------------|---------------|
| Provide a physical environment that is clean, attractive and comfortable | <ul style="list-style-type: none"> * member feedback * expand the number of members in 2020 to 600 * expand the table counts in 2020 to 7,000 | | | |
| | | Develop a Leasing needs definition | Doreen | Nov-19 |
| | | Develop a leasing critical path | Doreen | Nov-19 |
| | | Identify potential optional locations | Doreen | Dec-19 |
| Provide a culture that is welcoming, warm and supportive | <ul style="list-style-type: none"> * member feedback * expand the number of members in 2020 to 600 * expand the table counts in 2020 to 7,000 * number of complaints * number of disciplinary actions | | | |
| | | Conduct annual Member survey to obtain feedback on opportunities | Jean/Rory | Q3 - 20 |
| | | Install suggestion box and monitor input | Kathy/Rory | Done |
| | | install electronic message boards (Screenscape) | Paul/Rory | Q3 - 20 |
| | | Develop Junior strategy - defer to 2021 | Board | |
| | | enhance host program | Cathy/Paul | Q! - 20 |

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| Provide a regular schedule of games that meet our members interests including day/time, skill level, and game format (team and matchpoint) | * member feedback * growth in table counts on a per session basis | | | |
| | | Based on 2019 Member survey, add a Sunday game in 2020 create critical path - time, structure, and marketing plan (eblast, incentives) | Chris | Q1 - 20 |
| | | Review the opportunities to speed up the game and implement - Director meeting | Chris, Cathy | Q1 - 20 |
| | | Analyse timing, stratification, pricing | Chris/angus | ongoing |
| | | Assess the potential for "anytime bridge" | Chris | Q2 - 20 |
| | | Investigate potential for an Oakville/Mississauga tournament | Chris | Q4 - 20 |
| Look for opportunities to streamline operations - | *member feedback | | | |
| | | Debit card, cashless system | Kathy/ Angus | August 2019 - Done |
| | | reservation/booking app - software and protocols | Rory | March |
| | | Your ACBL Live | Cathy | Done |
| Provide an education program that draws players to the game of bridge and to our club | | | | |
| | New member retention rate | improve markeing, recruit variety of presenters and arrange special events with expert teachers | | |
| | | Relaunch Mentoring program | Sharyn | 2019-09-01 - Done |
| | | Develop Junior strategy - defer to 2021 | | |

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| Provide ongoing education that provides a continuum of lessons and seminars that guide and support players who wish to improve their knowledge and skills | * member feedback * number of registrations | | | |
| | | Provide a variety of seminar models/educational models; e.g. Expert presenters, Q&A format development | Sharyn | Q1 - 20 |
| | | Create sustaining strategy - Policy definitions; Committee mandate, conflict of interest, director responsibilities | Sharyn | Q2 - 20 |
| Operate the club with sound business practices | * operating within annual budgets * maintain an operating reserve of \$20,000 * maintain a capital reserve of \$10,000 * positive (annual, member-led) financial review report | | | |
| | | Engage audit firm, Conduct, analyse, and implement required changes | Angus, Cathy | Q1 - 2020 |
| | | Analyse compensation and pricing | Angus, Cathy | Q2-20 |
| | | Establish a succession plan for all key club positions (whether paid or volunteer) | Doreen | Q1 - 20 |
| | | Investigate options for wider marketing, advertising and promotion of Mobridge - Form a committee to gather and implement ideas | Rory/Jean | Q1 - 20 |