

H O U S I N G R E S O U R C E C E N T E R O F M O N T E R E Y C O U N T Y

STRATEGIC PLANNING WORKSHOP

March 5, 2021 • via Zoom

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MISSION STATEMENT

The mission of the Housing Resource Center (HRC) of Monterey County is to provide a continuum of housing resources from homeless prevention to homeownership to enable households to access affordable housing opportunities.

THREE-YEAR GOALS

2021-2024 * not in priority order

- ▶ ☐ **Achieve financial strength and stability**
- ▶ **Increase temporary and permanent housing**
- ▶ **Attract, develop and retain staff**
- ▶ **Strengthen Board development**

SIX-MONTH STRATEGIC OBJECTIVES

March 5, 2021 through September 1, 2021

THREE-YEAR GOAL: <i>ACHIEVE FINANCIAL STRENGTH AND STABILITY</i>						
WHEN	WHO	<u>WHAT</u>	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June 1, 2021	Board Chair Lisa Berkley – lead, Esther Malkin, Monica Kim, Alexa Johnson, Kathy Anderson	Increase the number of members on the Fundraising Committee to at least 10, including non-Board members.			x	Changing date to August 15, 2021
2. By Sept. 1, 2021	Interim Executive Director Jess Gutierrez	Present to the Board the grant proposals to fund the reserve account to achieve \$100,000.	X 7/8/20 21			Maintaining reserve account at \$50K, with additional grants, we can get to \$75K, goal is to get Packard grant application to exceed \$100K
3. FUTURE OBJECTIVE By December 1, 2021	Interim Executive Director	Implement the transition of Alexa Johnson to permanent Executive Director and Jess Gutierrez to permanent CFO.		x		
4. FUTURE OBJECTIVE By January 1, 2022	Fundraising Committee (Lisa Berkley – lead)	Increase the number of individual donors to 1,000.		x		