2018 Strategic Planning Report to members

The Directors initiated a strategic planning review in 2017. We met on several occasions to determine the goals and priorities of the Grand River Blues Society moving forward.

The Mission Statement was revised to be simple and attainable. Everything we do as a Society will fit into the parameters of the Mission Statement

**Grand River Blues Society’s Mission Statement**:

***The Grand River Blues Society advocates for and supports Blues Artists, Events, and Venues.***

Our Vision was reviewed and revised to reflect the focus of our initiatives in 2018.

**Grand River Blues Society’s Vision Statement:**

***The Grand River Blues Society will be the leading resource for Blues Support in the region.***

The **Core Values** of the Society were determined as:

1. Blues music is a meaningful art form
2. Artists are valued.
3. Increase Blues appreciation
4. Support Blues artists and events
5. Promote youth Blues programmes
6. Education

**Strategic Priorities**

The following committees have been struck and will be working towards improving our operations and governance.

* Governance
* Membership and Volunteers
* Communication