



Northern Transportation Advocacy Bureau

Date: Friday - November 12, 2021,

HELP! 780-527-6232 (Joni cell)

Location: Council Chambers

MD of Spirit River

10:00AM – 3:00PM

Strategic Planning Session

In preparation for the strategic planning session, please provide your thoughts on NTAB's priorities.

Click - [NTAB 2021 Membership Survey](#) .

Big Lakes County
Birch Hills County
Clear Hills County
County of Grande Prairie
County of Northern Lights #22
MD of Greenview #16
MD of Opportunity
MD of Peace #135
MD of Spirit River #133
Northern Sunrise County
Saddle Hills County
Town of Sexsmith

Part 1: Let's Recap

Attached: Previous agendas, governance model, July 2019 Planning

What have you done? Why?

Who did you do it with? Why?

Were you successful? How do you know?

Part 2: What's Up Next

Attached: NTAB 2021 Membership Survey, NTAB summary finances; sample comparatives

What do you want to do? (AKA. priorities) Why? (AKA ...purpose,)

Where will you get the money to do "it"? (AKA ... membership recruitment; grants, events, etc.)

Who do you want to do it with? (AKA ... external memberships, partnerships)

How will you know if you are successful? (AKA ... action plans, timelines, review & refocus)

Part 3: Now sell it!

Why should anyone join NTAB? (Benefits?)

How can you promote NTAB? (Individual knowledge, participation, advocacy)

What does NTAB need to do to promote itself? (Marketing materials, social media, research, etc.)

What resources does NTAB need to be functional:

- a) Internally? (Terms of Reference, project manager, operational budget, etc.)
- b) Externally? (Unified advocacy, symposiums, higher level presence, etc.)

Summary / Round Table