



Oregon Landscape Contractors Board Strategic Planning Retreat

March 8, 2024

7:45 a.m. – 5:00 p.m.

Best Western Mill Creek Inn –

3125 Ryan Dr SE, Salem, OR 97301, Salem, Oregon

AGENDA & NOTICE OF PUBLIC MEETING

Virtual option: [Click here to join the meeting](#), or call 503-446-4951 and enter code: 96322181#

7:45 – 8:00 a.m.	Welcome – Arrival, Refreshments, and Connecting
8:00 – 8:30 a.m.	Introductions, Grounding, and Process Overview
8:30 – 9:15 a.m.	The Lay of the Land: PESTLE Analysis Review & Discussion
9:15 – 10:00 a.m.	Who We Are, What We Do, What We Aim to Create, and Our Guiding Principles – Mission, Vision, and Values
10:00 – 10:15 a.m.	Break
10:15 – 11:00 a.m.	Declaring LCB’s Commitment to Equity
11:00 – 11:15 a.m.	Morning Review
11:15 – 12:00 p.m.	Welcome Guests and Lunch
12:00 – 12:30 p.m.	Affirming Key Stakeholders – Partnerships, Expectations, and Interests
12:30 – 1:15 p.m.	Internal Strengths & Weaknesses Analysis
1:15 – 2:00 p.m.	External Opportunities & Threats Analysis
2:00 – 2:15 p.m.	Envision the LCB at its Best – Strategic Aspirations
2:15 – 2:30 p.m.	Break
2:30 – 3:00 p.m.	Illuminating the Pathways
3:00 – 3:45 p.m.	Develop Strategic Initiative Framework – Results
3:45 – 4:30 p.m.	Plan Actions to Maintain Momentum
4:30 – 5:00 p.m.	Retreat Wrap Up