

# Friends of MacGregor Point Provincial Park

## Action Plan – Communication 2013 / 2018

Action Item	Desired Objectives	Activities	Resources	Responsibilities	Timeline
Newsletter	- maintain contact with members and sponsors and inform them of activities within the park	- 4 x per year online and hard copy (when necessary)	- Funding - Board contribution to contact - FOM / MPPP content - other	- Newsletter Editor (Linda Mason)	- Quarterly
Update Website	- maintain website with current information to increase it's use by members and the public	- Up-date monthly	- Individual department contributors	- Web-master - Park staff - Committee chairs	- Monthly - post-AGM
FOM Board meetings	- carry out activities on an on-going basis - keep current with and monitor organization activities and finances	- 9 per year - dates set after AGM	- Location & Budget - Budget - FOM Board	- FOM President	- 9 per year
AGM	- communicate with FOM membership - meet constitutional requirements	- Social component, speaker, and elections - President's report - One meeting per year	- Location & Budget - Refreshments - FOM President and Nominating committee	- FOM President	- June of every year
Committee meetings	- carry out the business of the committees established by the board	- develop agenda, objectives and activities - communicate results to Board for approval	- Committee members	- Committee Chair	- As required
Publicity	- connecting with public organizations	- creation of a Publicity Chair - memberships and regular participation / presence in public organizations eg. Chambers of Commerce (Saugeen Shores & Kincardine) Saugeen Rail Trail Bruce County Tourism Bruce Trail Association Bruce County Museum	- Budget - Chamber Resources	- Board members as appointed	- ASAP

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Participation in community events	<ul style="list-style-type: none"> <li>- Increase interest &amp; public awareness of MPPP &amp; FOM</li> <li>- Increase attendance at FOM &amp; park activities</li> <li>- Increase ticket sales</li> <li>- Increase membership numbers</li> </ul>	<ul style="list-style-type: none"> <li>- develop a 12 month plan</li> <li>- organize participation at Shows, Kiosks, Pumpkinfest, Area Home Shows, Walkerton Sports Show, HFBB, WFTA</li> </ul>	<ul style="list-style-type: none"> <li>- Information display &amp; tent where necessary</li> <li>- FOM members to promote the park and the organization</li> </ul>	- Publicity Chair	<ul style="list-style-type: none"> <li>- Annually</li> <li>- ASAP</li> </ul>
FOM Info Storyboard	<ul style="list-style-type: none"> <li>- complete information display for kiosk use</li> </ul>	<ul style="list-style-type: none"> <li>- develop a list of items for inclusion</li> <li>- design a storyboard and prepare a budget</li> <li>- arrange construction of the storyboard</li> </ul>	<ul style="list-style-type: none"> <li>- Budget</li> </ul>	- Publicity Chair	<ul style="list-style-type: none"> <li>- Yearly</li> </ul>
Create & update pamphlets	<ul style="list-style-type: none"> <li>- Fresh supply of up-dated and current material</li> <li>- develop a program to keep material current</li> </ul>	<ul style="list-style-type: none"> <li>- review current and past materials</li> <li>- develop new material and prepare budget</li> <li>- obtain supply of pamphlets</li> </ul>	<ul style="list-style-type: none"> <li>- Budget</li> <li>- Written material</li> </ul>	- Publicity Chair	<ul style="list-style-type: none"> <li>- ASAP</li> </ul>