

FLT Strategic Objectives and Related Activities

1/1/2021

Strategic Objectives

FLT exists to support, promote, enhance and protect The Legacy Trail, a Sarasota County Park, and its trail connectors now and for future generations.



1.0 Trail Extension and Connectors

1.1 Trail Extension Committee (Louis, Leon)

- Participate with stakeholders in trail extension planning and progress
- Meet with state, county, and local elected officials and government staff
- Collaborate and partner with other interested organizations
- Pursue potential opportunities such as additional walking paths and feasibility studies

1.2 Represent FLT in North Port (Sharon)

2.0 Existing Trail

2.1 Trail work and maintenance

2.3 Rest stop amenities

2.4 Trail counters and counting (Steve, Megan)

2.5 Trail safety (Carla)

3.0 FLT Promotion and Organization

3.1 Promotion

- Communications
 - Instagram (Joan)
 - Newsletter (Sharon)
 - Facebook (Carla)
 - Twitter (Carla)
 - Web Site (Steve)
 - Proofreading / Editing (Joan)
 - Answering and/or distributing web site contact messages (Steve)
 - Posters and graphic design

- Press releases and media communication (Louis, Roger, Sharon)

3.2 Activities and Events

- Tour de Parks (All)
- Speakers Bureau (Roger, Rita)
- Update Speakers Bureau PowerPoint presentation (Roger)
- Sharky's Ride the Beaches Rest Stop
- Information Table Scheduling (Rita)
- Giving Challenge (Joan)

3.3 Organization

- Finances (Michelle)
- Filing Annual Financial Reports with County (Michelle)
- Filing Annual State Reports and Registrations (Michelle)
- Accounting (Sandi)
- Taxes (Sandi)
- Maintain Online Record Archives (Travis)
- FLT Account Information and Passwords (Steve)
- Meeting Minutes (Travis)
- Board Meeting Agenda (Louis)
- Fundraising and Grants (Joan)
- Volunteers (Rita)
- Mail pickup / PO Box Key (Michelle, Rita, Louis)
- Conference room reservations (Michelle)
- Planning (Officers)
- Member and Board Member Recruitment (All)
- Marketing Committee (Michelle, Rita, Janine, Louis)
- Merchandise mailing (Michelle)
- Logo merchandise coordinator (Janine)
- Membership (Carla)
- Online photo storage (Steve)
- Tour de Parks Manual (Michelle)

Parking Lot

- Safety - Helmet fitting
- Commemorative / Tribute Program
- Writing Documentation and Manuals
 - Organizational policies, procedures, lessons learned, job descriptions, etc.
 - History