

BOMA CALIFORNIA

Strategic Plan - 2021

Strategic Initiative #1 - Increase Operational Budget

Starting in 2022, each year's budget will increase each year by CPI-U, but by no less than Two Percent (2%) and no more than Four and Nine-Tenths Percent (4.9%). The 2022 increase shall therefore be 3.9%. This increase will be applied as needed, based on actuals for the latest previous year available, and anticipated expenses for the coming year.

Strategic Initiative #2 - Increase Membership/Appreciation

Statewide Virtual Program

BOMA California will develop three virtual statewide educational programs. The invitees for these programs shall be all of the local board members of each BOMA Local and such other members as each Local decides it wants to include. One of these programs will be held every year, in a three-year cycle. The first program will focus on:

1. Structure of BOMA California
2. The Legislative Process - From Bill to Law
3. Examples of Bills, Actions We Took and Outcomes
4. Q&A about BOMA California/Leg. Process

President will appoint a Program Committee by July 23, who shall set dates for this year and next year, detail this program and develop the outlines for the second and third year programs, and report back on these action items to the Executive Committee by October 14. The committee will then line up the speakers and put on the event. Executive Committee shall hold an After Action Review at the first conference call after the event.

In Person Visits to Locals

The President of BOMA California shall visit at least four locals each year, with the goal of a visit to every local no less often than once every two years, to provide education and promote involvement for BOMA California and its events. Each local, when approached, shall determine if it prefers to have this visit at a Board Meeting or at a general meeting of its membership.

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Our lobbyist shall also be available to visit locals and shall attempt to visit each local that may request such a visit each year. He shall also attend BOMA International State Issues events as often as can be managed. The budget for BOMA California shall be written to accommodate these travels.

Strategic Initiative #3 - Increase PAC Funding

As of January 1, 2022, BOMA California shall raise \$50,000 annually in PAC contributions. Target goals for each local shall be set using the same percentage as for dues, but these are targets, not requirements. Each local shall hold at least one event or program to raise PAC money. Each executive committee member shall report back on August 12 on the events/programs already in place with their local or find out their local's needs to be able to put on an event/program.

Strategic Initiative #4 - Special Projects Funding

By July 23, President shall appoint a Special Projects Funding Committee to develop a vehicle to fund special projects that may arise in the future, such as energy. This vehicle must not conflict with the funding of the Budget or the PAC. The Committee should be ready to report back on its ideas to the October 14 Executive Committee conference call.