

**Strategic Plan for The Mantorville
Restoration Association
Current as of March 26, 2017**

Vision Statement

The Mantorville Restoration Association aims to further the following organizational vision:

The organization's vision is two-fold. First, to maintain and preserve the six properties it owns and share their use and history with its members, the citizens of Mantorville, and all visitors to the City. Second, act in the role of a historic preservation commission, with other members of the community, according to the City of Mantorville's ordinances, the MN State Statutes, and National Register of Historic Places. With this vision, the history and culture of the City and its historic district will be encouraged and enhanced.

Mission Statement

The mission of The Mantorville Restoration Association, a non-profit organization, is:

The preservation and maintenance of and education about the six historic properties owned by the organization and assistance to the City of Mantorville in maintaining the National and the State Historic Districts, according to the City's ordinances, the National Registry of Historic Places, and Minnesota State Statutes.

Business and Team Summary

The primary business of The Mantorville Restoration Association consists of the following:

As delineated in the vision and mission statements, the primary business of the organization is the history and culture of the historic district in Mantorville. This is accomplished through its participation in activities within the City of Mantorville and Dodge County. This includes but is not limited to Marigold Days, and giving financial incentives to other activities and events, such as National Night Out, High School scholarships, and other requests for assistance. Additionally, the organization owns six historic properties within the Mantorville Historic District that it maintains and preserves for use by its members, tenants, citizens, and visitors. The organization is financed through charitable gambling in accordance with the MN Gambling Control Board (MGCB) regulations, an annual fundraiser and other charitable donations.

The core team members of The Mantorville Restoration Association are as follows:

- ❖ Executive Board and Board Of Directors
- ❖ The Board consists of twelve members, duly elected
- ❖ The Executive Board consists of
 - 1 President
 - 2 Vice President
 - 1 Secretary
 - 1 Treasurer
- ❖ The Board elects the Executive Board annually.

Analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Strengths	Opportunities
Longevity	Bring in new younger people
Good source of income	Sell our product better ie: Facebook, Mail chimp, Newsletter, Postcards reminders,
Many historic buildings	Ask new and uninvolved members to participate in committees and events
Committed, knowledgeable membership	

Weaknesses	Threats
No Executive Director/ paid staff except for gambling	Aging out of membership
Mostly old people	Decreasing relevance in the community
Single source of income	Many new people to the community/historic district are unaware of MRA's role
Age of buildings	City could change ordinances and make it unnecessary to contact MRA
Public's lack of awareness of who/what MRA is/does	Uninvolved membership, perhaps due to not being asked to participate

Action Steps:

The Mantorville Restoration Association aims to further its vision and mission with these specific action steps:

❖ The maintenance and preservation of its buildings:

The Opera House

- Ensure that the building is structurally sound and in good condition.
- Maintain a good and professional relationship with its primary tenant, The Mantorville Theatre Company.
- Offer the building to other renters when available and ensure that the building is clean and stocked before and after use.

The Restoration House and Log House

- Ensure that the buildings are structurally sound and in good condition.
- Maintain as house museums open during the summer and on special occasions with knowledgeable docents on site.
- Create and update inventory and acquisition of items for the museums.

The Normal School

- Ensure that the building is structurally sound and in good condition.

The Carriage House

- Ensure that the building is structurally sound and in good condition.

The Greek Revival House

- Ensure that the building is structurally sound and in good condition.

❖ Assist the City of Mantorville in maintaining the national and state historic districts according to the City's ordinances, the National Registry of Historic Places, and Minnesota State Statutes through the creation of an active and comprehensive Historic Planning Commission.

❖ Annually analyze the financial health of the organization with a budget ratified by the Board of Directors for the following fiscal year.

❖ Create a more formalized committee structure:

- **Building/property:** Responsible for evaluation and maintenance of the six properties. This committee takes care of any emergency maintenance needs of the six buildings. Annual budget of: \$_____.

➤ *Lyle Hoaglund, John Olive, Dan Roth*

- ***Gambling:*** Members of this committee are encouraged to attend the MN Gambling Control Board (MGCB) class. Members help with gambling site management, support of the Gambling manager and act as a liaison between the Board and the gambling manager if needed. Members may participate in gambling with the exception of the President. Annual budget of \$_____.
 - *Paul Larsen, Curt Wendland, Jane Olive, Lynnette Nash*

- ***Strategic Plan/Marketing:*** Responsible for evaluating the long and short term plan of The Mantorville Restoration Association, and planning and implementing effective marketing of The Mantorville Restoration, its buildings and their purposes. This includes written, mass, and social media. Annual budget of \$_____.
 - *Jane Olive, Nancy Naatz, Lynnette Nash, Mary Ann Bucher, John Olive, Curt Wendland*

- ***Personnel:*** Responsible for the yearly review of the Restoration House manager and the Gambling manager and may convene any other time as needed. Personnel Committee report directly to the Board. The gambling manager is solely in charge of their sites and personnel, according to MGCB regulations, unless assistance is requested from the Personnel committee. Annual budget of \$_____.
 - *Jane Olive, Lynnette Nash, JoAnn Roth, Shari James, Paul Larsen, Barb Loquai,*

- ***Grounds:*** Responsible for evaluation and management of the grounds at the six properties. This includes mowing/plowing/shoveling personnel, flowers, trees, and sidewalks. Annual budget of \$_____.
 - *Theresa Hoaglund, Nancy Naatz, Carla Webster, Barb Loquai*

- ***Events:*** Coordinate and work on and at the events.
 - Mulligan Stew. Annual budget of \$_____.
 - *Paul Larsen, Ron Ruport, Jane Olive, Barb Loquai, Nancy Naatz*
 - Marigold Days. Annual budget of \$_____.
 - Marigold Days Committee

- ***Acquisition and Inventory:*** Responsible for cataloguing and maintaining inventory at all sites, especially the Restoration and Log Houses. Also responsible for decisions for acquiring and/or accepting items for all sites.
 - *Jane Olive, JoAnn Roth, Nancy Naatz*

- ***Historic Preservation Commission***: Responsible for working with the City of Mantorville to develop an active and comprehensive historic preservation commission including members of the MRA, City leaders, and interested citizens. Ensure that the City ordinances are current and in compliance with the national and state regulations. Have at least one meeting per year or convene when needed.
 - *Possible Historic Preservation Commission members*
 - *Will Lambert*
 - *Jane Olive*
 - *Mary Ann Bucher*
 - *Warren Swenke*
 - *Paul Larsen*
 - *Lynnette Nash*
 - *EDA member*
 - *JoAnn Roth*
 - *Dan Roth*
 - *Shawn Buckwalter*

★ *Names in italics are elected or volunteer on an annual basis and are subject to change throughout the year.*

Executive Summary

The mission of the Mantorville Restoration Association is the preservation and maintenance of and education about the six historic properties owned by the organization and assistance to the City of Mantorville in maintaining the National and State Historic Districts, according to the City's ordinances, the National Registry of Historic Places, and Minnesota State Statutes.

To further this mission, the Mantorville Restoration Association aims to assist the City of Mantorville with the creation of a Mantorville Historic Preservation Commission in order to maintain the National and State Historic Districts according to the City's ordinances, the National Registry of Historic Places, and Minnesota State Statutes.

The strategic plan formalizes the structure of The Mantorville Restoration Association to help it "brand" itself for its members, citizens, and public with a general description of its properties and committees as well as the Board members who are presently on those committees. Another factor in expanding and describing the committee structure is to encourage members to become more involved in the organization. Part of the strategic plan includes an analysis of its strengths, weaknesses, opportunities, and threats. In this way, an action plan can be developed and analyzed moving forward.