



2017 Strategic Plan Priorities

Vision

The future we envision and work towards

We envision Michigan with an extensive network of scenic roads and highways, free from billboards, blight and excessive lighting

Mission

Why we exist and what we do

Scenic Michigan will be a catalyst to preserve, protect and enhance Michigan's scenic roadways so that our communities maintain the natural aesthetics that contribute to quality of life, now and for future generations

✓ **Restrict billboards on roadways**

1. Monitor state, federal legislation and court cases. Provide information to stakeholders/members on regular basis.
2. Work with legislators to change Michigan law to prohibit billboards on roadways.
3. Promote and market "winning" cases to other units of government to educate elected officials about their regulatory tools.

✓ **Encourage quality signage and lighting along roadways**

1. Educate decision-makers by providing access to Guidebook. Continue to sell and market to communities.
2. Update "Recommended Elements of a Sign Ordinance" and promote through website, newsletters, and conferences.
3. Work directly with and encourage communities to review/change their ordinances to restrict/remove billboards and excessive lighting.
4. Revise Scenic Hero Award to highlight a business or community who makes a great sign and/or lighting choice and/or adopts a great sign/lighting ordinance.

✓ **Put realistic infrastructure in place to achieve financial sustainability year after year (including earned & contributed revenue)**

1. Build and nurture relationships with potential major donors.
2. Discuss and create goals for an annual giving and/or membership program

✓ **Establish and maintain best practices in governance and operations including Board structure, growth and accountability**

1. Build a diverse board.
2. Review and update bylaws/governing policies.
3. Review and monitor Executive Director's performance and compensation annually.
4. Develop and Executive Director succession plan (emergency and long-term).
5. Monitor compliance with policies and organization performance per monitoring.