



Ferndale  
Housing  
Commission

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**2020/2021 Strategic Planning Session**  
**September 26, 2020 10:00 am - 12:00 pm**  
**Zoom Meeting**

<https://us02web.zoom.us/j/81728833412?pwd=M0YyZUpkeFppSW53UEI3Z21OeGJpQT09>

**Meeting ID: 817 2883 3412**

**Passcode: 792944**

**877 853 5247 US Toll-free or 888 788 0099 US Toll-free**

**AGENDA:**

**1. Approval of Agenda**

**2. Reflections and hopes (10 minutes)**

Reflecting on 2020:

What was our greatest challenge?

What was our greatest success?

What was our biggest failure?

Looking forward into 2021 and beyond:

If you had to pick one thing to accomplish in the next year as a board, it would be:

What are some barriers to our succeeding at that?

What do you hope the community will remember this board achieved?

**3. Reaffirm shared core values, mission, vision of success (10 minutes)**

**CURRENT CORE VALUES**

Inclusive

Diversity

Progressive

Generous with  
time/talents

People First

Diligence

Respect

Integrity

Empathy

Passion for Service

Transparency

**WHAT TO ADD? WHAT TO COMBINE/STRIKE?**



**Mission (CURRENT):**

The Ferndale Housing Commission assures high quality, affordable, sustainable housing and access to social and community services, where those we serve feel secure and welcome within a diverse and inclusive community that is caring, participatory, and values each person.

**WHAT TO CHANGE?**

**Shared vision of success:**

Residents have modern, attractive units that feel like “home” with access to the resources and support they need to live independently, and to fully engage in a high quality of life within the community. The community values FHC properties, programs and participants as critical assets, and has confidence that we are excellent stewards of these assets. Our operations continuously improve to ensure long-term sustainable and peak performance.

**WHAT TO CHANGE?**

**4. Discuss IDEA Initiative (10 minutes)**

**5. Discuss City’s Inclusive Housing Strategies and FHC Impact Analysis (30 minutes)**

**11:00 a.m. BREAK (5 minutes)**

**6. Review/Update strategic plan (45 minutes)**

What goals and action items need to be added to the strategic plan?

What do we need to plan for in the 2021 budget?

**7. Public Comment (3 minutes per person)**

**8. Adjourn**