



AGENDA

GOLD COAST TRANSIT BOARD OF DIRECTORS STRATEGIC PLANNING WORKSHOP

DECEMBER 18, 2009

8:30 a.m. to 12:30 p.m.

**RIVER RIDGE GOLF COURSE CLUBHOUSE
2401 W. VINEYARD AVENUE
OXNARD, CA**

- 1. Workshop Welcome and Introduction**
Deborah Linehan, GCT General Manager
- 2. Overview of Today's Strategic Planning Process**
Patricia Bluman, Facilitator and Helene Buchman, Scribe
- 3. Discussion Regarding Evaluating and Updating the Existing SCAT Mission Statement Developed by Our Predecessors**
Patricia Bluman
- 4. Identifying GCT's Strengths & Weaknesses and the Key Issues & Opportunities in GCT's Environment**
Patricia Bluman and Steve Brown, Director of Planning & Marketing
- 5. Prioritizing Key Issues and Opportunities in GCT's Environment**
Patricia Bluman and Steve Brown
- 6. Discussion Regarding Next Steps for Creating a Five Year Action Plan Responsive to Board Priorities**
Patricia Bluman and Steve Brown
- 7. Adjourn**

Note: The next regularly scheduled monthly meeting of the Gold Coast Transit Board of Directors will be held on January 6, 2010 at 10 a.m. at the GCT Administrative Office, 301 E. Third Street, Oxnard, California, 93030-6048.