

Sparta Downtown Development Authority  
MEETING MINUTES  
JANUARY 10, 2023  
SPARTA CIVIC CENTER

Meeting called to order at 7:45 am by Cheslek

This meeting is the annual joint meeting between the Chamber of Commerce, the Sparta Events, and the Sparta Chamber of Commerce board of directors. A review of DDA projects and goals, Chamber of Commerce projects and goals, and Events projects and goals for 2024 and 2025 with comment and questions from board members and guests.

Special facilitator Travis Alden from The Right Place, led the group through the beginning stages of a Strengths, Weakness, Threat, and Opportunity assessment with written, verbal, and group conversation walking through each area that is executed under each of the boards, through all of the staff work, and all of the efforts of the unified brand Sparta TODAY.

A Strategic Plan of Operations will be created by staff and by Travis Alden to create a universal document that will be used by all the boards and the staff to continue momentum after a thorough look at every aspect of the organizations delivery.

Individual boards will sit down with Travis to further explore the threats and opportunities of that particular entity to help define any potential problems that could arise from change in staff or board members.

Meeting adjourned by executive privilege at 10:00 am.