

## AGENDA SITKA SEAFOOD FESTIVAL

WED. MARCH 24<sup>TH</sup>

- Introductions
- Review of last meetings highlights
  1. Dates: things to consider include cruise ship schedule- 1 larger ship Friday and a smaller ship Sat and Sun.
  2. Hotel room availability: Shee Atika has lots of rooms Aug 6-7, Jo Cropley has 2 bedroom duplex, 3 bedroom and 4 bedroom houses, and Westmark is booked for Fri the 6<sup>th</sup>, but check back after June 1.
  3. Location: Centennial, Shelter, Crescent Harbor lawn, or SJ lawn.  
Looked into tents and they are expensive, but a few more people are checking options. The shelter is free if we are non-profit. Centennial is 200/night, 70 for the kitchen and is available except for a show Fri afternoon.
  4. Received an e-mail regarding Taj Mahal playing and he wants to see our mission statement as well as what we can offer as far as funding to get him up here and play😊
  5. Voting on a name:
    - Sitka Wild Seafood Festival
    - Sitka Wild Culinary Festival
    - Sitka Wild
    - Rainforest Wild
    - Wild Alaskan Bite
    - Others
- Mission statement: Holly is taking over, but here is some info to help...

The Sitka Seafood Festival brings together innovative culinary artisans who celebrate, educate and promote Alaska wild seafood in order to increase appreciation of Alaska's impact on food throughout the world.

Ideas regarding how to form the mission statement from Eric Jordan:

Have the group visualize the future without a Sitka Seafood Festival. (That becomes your most likely future.) Break them up into pairs or threes to do this for about 20 minutes. Then bring them back to discuss and state it in a few words. (This can also become the basis of your problem statement if you are solving a problem, but that is not exactly your task here which is to create something rather than solve a problem). So you have a statement about the most likely future after 40 minutes or so.

Have the group visualize the future with a Sitka Seafood Festival. (This becomes your most liked future.) Go through the same process as with the most likely future. So you end up with a statement about the groups most liked future with a Sitka Seafood Festival.

Your mission is to change the most likely future into the most liked future. (No one loves planning in my experience, but almost everyone loves changing the future for the better.) Now is a good time to share really good mission statements. The best are one sentence that defines you and what you are about.

Here is an excellent primer for you.

## Mission Statements of Well Known Enterprises

The following are some examples of mission statements from real enterprises.

[3M](#)

"To solve unsolved problems innovatively"

[Mary Kay Cosmetics](#)

"To give unlimited opportunity to women."

[Merck](#)

"To preserve and improve human life."

[Wal-Mart](#)

"To give ordinary folk the chance to buy the same thing as rich people."

[Walt Disney](#)

"To make people happy."

These are the 'one-liners', but each is supported by a set of values that set the performance standards and direct the implementation of the mission.

For example, Merck, a company that produces pharmaceutical products and provides insurance for pharmacy benefits, publicly states the following values.

- Corporate social responsibility
- Unequivocal excellence in all aspects of the company
- Science-based innovation
- Honesty & integrity
- Profit, but profit from work that benefits humanity

And Walt Disney, an entertainment business states their values as follows.

- No cynicism
- Nurturing and promulgation of "wholesome American values"

- Creativity, dreams and imagination
- Fanatical attention to consistency and detail
- Preservation and control of the Disney "magic"

## Should Your Grasp Exceed Your Reach?

Many believe that the Mission Statement should have a grand scale, be socially meaningful and be measurable. The following are some examples of historical Mission Statements that were truly grand in scale.

[Ford Motor Company \(early 1900's\)](#)

"Ford will democratize the automobile"

[Sony \(early 1950's\)](#)

"Become the company most known for changing the worldwide poor-quality image of Japanese products"

[Boeing \(1950\)](#)

"Become the dominant player in commercial aircraft and bring the world into the jet age"

[Wal-Mart \(1990\)](#)

"Become a \$125 billion company by the year 2000"

## Conclusion

So, when you are preparing your Mission Statement remember to make it clear and succinct, incorporating socially meaningful and measurable criteria and consider approaching it from a grand scale. As you create your Mission Statement consider including some or all of the following concepts.

- The moral/ethical position of the enterprise
- The desired public image
- The key strategic influence for the business
- A description of the target market
- A description of the products/services
- The geographic domain
- Expectations of growth and profitability

- **And lastly, we need to form committees**

