

R-Ranch POA Committee Report Form

Date of Report: 10/19/23

Name of Committee: Strategic Action Plan Committee

Name of Committee Chair: Mark Grenbemer

Name of Board Liaison: Patrick Iler

Purpose:

Development of a Strategic Action Plan for R Ranch which includes both short and long term objectives.

Number of active Committee Members:

Mark Grenbemer, Robert Tennes, Babra Dalmau, Mark Perry and Patrick Iler with Heath participating as he is able.

Dates of Committee Meetings held since the last report:

One joint committee meeting with the marketing committee on September 25, 2023.

Report:

At the last meeting held we discussed what is a Marketing Committee, what does it do, and what it's purpose should be. We reviewed current Marketing Committee goals for 2023, and discussed ideas for additional short and long term goals.

The meeting was comprehensive and included many ideas, goals, and suggestions on how to market the ranch to prospective investors and current investors.

We discussed what to market, how to market, and how to incorporate a usable and effective marketing strategy into the R-Ranch strategic plan. Just a few of the ideas and goals suggested include;

- Hire dedicated marketing staff to meeting share sales goals.
- Maintain and increase marketing presence on the main social media platforms.
- Rebranding including renaming the R-Ranch to reflect a wider reach.
- Participate in events to market the R-Ranch.
- Get proficient in analyzing what marketing activities work and which don't for greatest ROI.

These are just a few of the ideas coming out of the last meeting. Work is continuing to refine and implement the best ideas and way to obtain more share sales and retention which will be implemented into the R-Ranch Strategic Plan.

Next:

There will be another joint meeting of the Strategic Action Plan committee and the Marketing Committee on Friday, October 20th, at 6:30 pm where the process will continue.

Respectfully Submitted,

Patrick Iler
Board Liaison