

RESOLUTION:

Five-Year Strategic Business Plan Goals:

At a meeting of the Board of Directors (Board) of the Verde Valley Cyclists Coalition, an Arizona non-profit corporation herein referred to as VVCC, on May 11, 2022, the following resolution was proposed and approved by the Board in accordance with the VVCC Articles of Incorporation and By-Laws.

Be it resolved that it is in the best interests of VVCC to adopt the following **Mission** and **Five-Year Strategic Business Plan Goals** to be **in effect through Fiscal Year 2027**:

*The **mission** of the VVCC is to advocate for Verde Valley cyclists by providing memorable, safe riding experiences while preserving and expanding biking access through partnerships.*

Goal 1: *Grow and diversify the VVCC membership.*

Why: Expanded and diversified membership supports the Mission by increasing capacity, voice, and awareness.

Primary Owner: Membership Committee

Goal 2: *Increase biking opportunities through an emphasis on promoting and supporting sustainable trail and route connectivity, expansion and enhancement.*

Why: Expanded and diversified membership supports the Mission by increasing capacity, voice, and awareness.

Primary Owners: Mountain and Road Advocacy Committees

Goal 3: *Increase collaboration, coordination and outreach with the various Verde Valley organizations that support biking activities.*

Why: Supports the Mission goal of preserving and expanding biking access through partnerships.

Primary Owner: Executive Committee

Goal 4: *Increase opportunities for enjoyable riding experiences through group rides and other cycling events.*

Why: Supports the Mission to provide and support memorable riding experiences for road and mountain riders.

Primary Owner: Social Committee

Goal 5: *Increase biking safety and the quality of riding experiences by educating all user groups about safe riding, respect for the trails and routes, and regard for all users.*

Why: Supports the Mission goal of providing & supporting safe riding experiences.

Primary Owner: Road Advocacy and Bike Patrol Committees

I, Emma Fitzhugh, Secretary of VVCC, do certify this to be a true copy of the Resolution duly adopted by the Board of VVCC through Director votes on May 11, 2022, that it has not been rescinded, amended or altered in any way, and that it remains in full force and in effect.

/s/ Emma Fitzhugh
Secretary

May 11, 2022
Date