

At the Board level, the Valley Economic Alliance has kicked off a year long process of updating our Strategic Plan. Our Strategic Plan will set the goals and benchmarks for all of the efforts of our Alliance for the next three years. The Mission of the Valley Economic Alliance is to engage and unite Valley stakeholders to raise the standards of living and economic vitality across the San Fernando Valley region. The Strategic Plan helps us to implement that Mission by identifying the programs and priorities we will focus on, and maybe more importantly, how we will measure their value and our success.

We greatly value your input and look forward to having you join us in our planning process. Discussions will be taking place throughout the year at our Board and Committee meetings, during our Initiative programs, and later in the year with direct public outreach efforts. But you can let me know anytime that you have comments or ideas you'd like to share. Thanks in advance for helping us steer the course to a better Valley community.

A handwritten signature in dark ink, appearing to read "Fred Gaines", with a long horizontal flourish extending to the right.

Fred Gaines
Chair

