

Strategic Plan Revision Executive Summary

October 2013 the Coastal African American Historic Preservation Commission (CAAHPC) was created by a joint resolution of the City of Brunswick, Georgia and Glynn County, Georgia. Subsequent to the formation of the Coastal African American Historic Preservation Commission a strategic plan was developed in 2015 and submitted to the City of Brunswick, Georgia and Glynn County, Georgia. As time has elapsed the CAAHPC recognized the need to revise/update the strategic plan and submit the updated strategic plan to the City of Brunswick, Georgia and Glynn County, Georgia.

The Coastal African American Historic Preservation Commission operates within the framework of the bylaws created when established October 2013. The updated strategic plan mirrors the initial strategic plan that aligns with Article II of the bylaws. Article II defines the purpose of the Coastal African American Historic Preservation Commission and identifies the bold necessity both the city and county governmental bodies recognized and united by action to create the powerful Coastal African American Commission.

Though the bylaws define broadly, the following seven Article II precepts do not limit the long-range strategic purpose and mission of the Coastal African American Historic Preservation Commission in:

- (a) promoting African American history, property, and heritage in around the City and County;
- (b) pursuing the preservation and revitalization of properties that are of historical and cultural value and significance to the City of Brunswick and Glynn County;
- (c) researching and making recommendations to the board of commissioners of both the City and County regarding the development and implementation of programs designed to enhance and promote African American historic preservation;
- (d) promoting and raising awareness of Glynn County's African American historical assets to others both within and outside Glynn County;
- (e) developing clear and concise standards for designating properties or land as historically significant to African American history and heritage and to make recommendations to the City and County for approval of same;
- (f) examination and identification of assets of African American historical significance in the City and County using standards adopted by the City and County;
- (g) building and developing partnerships and relationships with other organizations and associations to further the purpose and mission of the CAAHPC.

Key to the success of the CAAHPC is establishing and maintaining collaborative partnerships with other preservationists, community groups, and departments within local, state, and national government that have common goals and interest in historic preservation; specifically African American historic preservation.

Equally important is the CAAHPC's focus on funding, especially to attract the skill-set needed to ensure the proper handling of historic assets and management of real and virtual resources while establishing and navigating public and private partnerships that support the mission of CAAHPC.

Barriers and weaknesses are addressed organically within the strategic plan.

Developed in the strategic plan are short-term strategies that support the long-term vision and strategy identified in the bylaws. The first priority of the strategy session was to gain consensus about the priority of objectives. Thus the CAAHPC were able to define goals achievable in the short-term while moving the CAAHPC closer to realizing the long-term goals as defined.

The strategic plan for 2021-2024 is more detailed than normally found in strategic plans. However, the level of detail, which is a hybrid of a strategic plan and business plan, helps the accountable maintain focus and prioritize resources, and gives the CAAHPC and its stakeholders the ability to evaluate and measure success incrementally.

From June 2021 – August 2021 the CAAHPC developed a strategic plan that consists of:

- 4 primary Strategic Focus statements

- African American Historic Preservation in Glynn County
 - Supportive Role of Other Historic Preservation Organizations
 - Strategic Planning
 - Funding and Other Resources

- 4 secondary Strategic Focus statements

- Public Relations
 - Collaborations and Partnerships
 - Administrative Excellence
 - Diversity

- 20 Objectives

- 17 Goals

- 11 Programs

- 14 Projects

- 34 Action Items

- 6 Committees

- Public Relations/Marketing
 - Governance
 - Finance
 - Administrative
 - Facilities
 - Special Events