Wayne Board Timeline

- 1997- inception
- 1997- Jane
- 2005- Jenie
- 2007- Tim, Richard
- 2008- Pam
- 2009- Tob
- 2016- Dakota
- 2017- Chris

Changes since 1997
- Social media
- Mobile technology
- Google, etc. search engine
- Immediate access to web
- Digital libraries
- Speed to receive what you want
- People instantly up-to-date
- Competitive calendars

Waynet Market
- Limited market- who had a computer
- Audience expanding
- Non-profits members- base members have remained
- We want to support the community

Who is the audience?
- Local and regional
- People searching for jobs
- Calendar
- 212,000 visitors to site

Strengths
- Jane
- Board Dedication
- Base Audience
- Consistent and Accurate information
- Easy access to website
- Employment Page
- Photos
- Calendar
- History
- Awareness of Organization
- Committed to core membership
- Deep content
- Self-directed director

- Wayne County Connections
- Photos for 20 years
- Always available
- Local vibe
- Low cost for membership
- Social media

Weaknesses
- No focus
- Marketing and exposure- how do people know Waynet?
- Mobile App
- Membership benefits
- No Brand
- No money
- Jane's age :)
- Inability to reach industry for membership
- Different user needs
- Push technology
- Partnerships
- Amount of content
- Make it pop
- Unknown to some

Waynet Vision
- Well-known, the buzz word, irresistible tool, event hub for the region, pushed information, current and accurate information
- Mobile App, home for more members, event source for Wayne Count business, to be our own legal entity
- Premier event and news source

Vision Statement
- Waynet is a place to positive, local information
- Waynet is a place where citizens and visitors can find up-to-date, relevant information on Wayne County and discover ways to engage in the community.
- Waynet is a portal into ALL things Wayne County
- Waynet is the place to discover ALL things local

Committee Assignments - *=convener(s)
- Full Board (Nominating Committee)
  - Lynn*, Pam*, Tim
- Website
  - Jenie*, Jane, Chris, Dakota
- Marketing
  - Richard*, Dakota
- Membership
  - Rob*, Richard, Dakota

- Get people connected
  - Chris*, Rob, Lynn, Pam