

Strengths:

- Organized, run, and maintained by **volunteers**
- Caring cohesive community with shared values recognizing other voices and experiences.
- 10+ year history of achieving goals
 - Purchase and renovation of the building and grounds
 - Fundraising including procuring grants
 - Built base of donors
 - Established/elected a board, created bylaws
 - Hosting events
 - Created and maintained a monthly newsletter
 - Relocated the Post Office
 - Held EMS training on crisis first aid; have an AED machine and “stop the bleed” supplies in the building
 - Created an available meeting/gathering space for all community members regardless of Association membership
 - Developed an informal communication system to allow quick response to emergency situations and community members in need of support (e.g., rides, meals, other types of assistance)
- Association membership is open to all members of the Claiborne Village for a minimal fee (\$10 per adult)
- New (younger) residents are moving to Claiborne and becoming engaged
- Respect for and appreciation of the rich history and culture of the village
- Shared appreciation for the Village in all its variety
 - Volunteer enthusiasm and commitment
 - Neighbors are giving individuals who want to do what is best for the entire community
 - Waterfront community with water access
 - Maintains a waterman’s atmosphere with active fishing and crabbing
 - Pet friendly
 - A peninsula with limited land so community is likely to remain the same
 - Zoning: no unwanted growth: many acres under protective conservancies

Weaknesses:

- Mission and vision need clarification and redirection
- Volunteer led organization
- Aging population and pool of volunteers; more funds going to hire personnel for maintenance projects
- Donor cultivation and development strategies need attention and refining. Fundraising Do neighbors understand the need?
- Limited focus on financial planning
- Ill will created by beach closure
- Legacy of disputes or old wounds impacts community participation negatively, association can be viewed as a clique.
- Limited communication regarding mission/values/goals and operations
- Limited focus on steps required to become a “resilience center”
- Risk of mixing Association business with village/county business
- Lack of available parking for events
- Limited land available for housing.
- All residents may not feel they are a part of the community
- No visitors’ dock

Opportunities:

- Revisit key strategic questions and revise mission and vision
- Create more outward looking vision
- Explore new partnerships
- Research and pursue available grants
- Schedule annual CPR/FA and crisis response trainings for community members; invite County to use the Village Hall as a vaccination site for Bay Hundred area
- Make information about County, State, Federal resources widely available via the Clarion
- Create and distribute an annual report
- Solicit input from the community about needs/wishes
- Invite local speakers (arts, craft demos, resources, etc)
- Create a subcommittee to identify and address community issues (e.g., septic/sewer, jetty/landing/beach/marsh) and to solicit input from the community to address those issues with the backing and organizational support of the Association
- Engage new residents to participate in our association
- Engage younger residents and encourage volunteering -
- Increase use of village hall to make it self sufficient
- Appoint a knowledgeable development director who will prepare a yearly plan for soliciting donations
- Create a budget that includes preparing the village hall for possible events and other rental opportunities
- Host open house parties at the village hall for our neighbors in Bozman, Wittman and Sherwood to introduce them to our facility and encourage them to use the hall for their events and to join us in ours (encourage new membership)
- Determine a realistic fee that all residents could contribute annually to the maintenance of the hall
- Create something special to make Claiborne known to visitors; daffodil festival, Christmas lights, fishing contests, children's boat races, clamming contest, etc.
- Create an address book with emails, street addresses and phone numbers of all residents

Threats:

- Ongoing impact of COVID on our ability to hold events
- Loss of donors/loss of interest in maintaining the Association
- Natural disaster: storms and rising tides
- Water safety and cleanliness
- Potential zoning changes related to installation of sewer
- Diminished support from the County (especially re Fire/EMS, police, DNR)
- Future Talbot County development
- Hunting too close to some propertiesOne way in and out in case of emergencies

NOTE: The Village Hall is our greatest asset and must be utilized for fund raising to the greatest extent possible.

If every resident gave \$50/year or even \$100, we would not come close to meeting a realistic budget for sustaining the Hall.

This is a realization that should be discussed with the board and a plan to implement should be adopted.