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The Mineral King Preservation Society is a nonprofit organization established in 1986 to promote the preservation of the natural and historic assets of the Mineral King area in Sequoia National Park. On October 27, 2003, a major portion of Mineral King’s cultural resources were listed on the National Register of Historic Places as part of the Mineral King Road Cultural Landscape District.

Since its inception, the Mineral King Preservation Society has engaged in research, restoration, preservation, and interpretation of Mineral King's unique cultural resources in collaboration with the National Park Service. These resources include archaeological sites, historic cabins, mines, mining settlements, mill sites, historic dams, trails and roads, and artifacts associated with human activity in Mineral King. The Society's collections include documents, photos, artifacts, and data records.

PLANNING PROCESS

We embarked on strategic planning as an opportunity to draw inspiration from our past and to chart a path for our future. A committee of board members and our Executive Director, Lisa Monteiro led us through the process. We designed strategic questions to survey staff, MKPS members, supporters, volunteers, colleagues, SEKI staff, and community members.

The Mineral King Preservation Society Board, along with Executive Director Lisa Monteiro met on October 21, 2023 at 9 AM at 601 W. Acequia in Visalia, California for a planning workshop facilitated by Carol L. Carins, consultant and retired City of Visalia Assistant city Manager. The purpose of the workshop was to revisit our Mission Statement, Vision, and Values. In addition, new long-term and short-term goals and plans were created. We reviewed accomplishments and challenges of the past five years and from these, began to form this plan.

Drawing inspiration from the word "expand," our strategic goals over the next five years are grounded in the commitment to broaden our impact and reach. As we navigate this strategic journey, we envision expanding our connections through strengthened partnerships and donor relations, expanding care for our collections and exhibits, and expanding experiences for our community through innovative education and programing. This plan reflects our dedication to growth, sustainability, and the continued enhancement of the Mineral King Preservation Society’s mission.
Mission

The Mineral King Preservation Society is dedicated to preserving and sharing the history of Mineral King and the Southern Sierra for future generations.

Values

Integrity
MKPS is committed to honest communication, transparency, accuracy, and managing resources in a trustworthy and accountable manner.

Diversity, Equity & Inclusion
MKPS respects, values and celebrates the unique attributes, characteristics and perspectives that make each person who they are. We consider diversity and inclusion a driver of institutional excellence and seek out diversity of participation, thought and action. We strive to have our partners, exhibits and programs embrace these core values.

Excellence
MKPS seeks to attain excellence in all areas of endeavor, including exhibitions, educational programs, collections care and research. We strive for full professionalism in all our activities.

Partnership & Collaboration
MKPS works to actively engage and foster our partnerships and to collaborate to achieve a high impact and remain a relevant asset to our community.

Stewardship
MKPS fosters an understanding of, and responsibility for, the cultural and natural diversity of the area. We strive to instill an ethic of preservation and a sense of stewardship for the region's heritage. We care for the resources that have been entrusted to us responsibly and ethically to ensure preservation for future generations.
GOALS

Expanding Care: Collections, Exhibits, Grounds
I. Provide proper collection care and storage
II. Improve ADA Access
III. Create Emergency Plan
IV. Continue archiving collection
V. Create an exhibit schedule
VI. Create an exhibit maintenance plan

Expanding Connections: Donor and External Relations
I. Build stronger partnerships in surrounding communities
II. Update and promote public image
III. Create a marketing and communications plan
IV. Create a volunteer program
V. Strengthen relationship with TRHS

Expanding Experiences: Education and Programs
I. Expand public programming
II. Continue video series
III. Create online and virtual exhibits
IV. Develop opportunities for education and interpretation

Expanding Foundations: Financial Growth & Sustainability
I. Increase membership
II. Expand fundraising
III. Increase operating revenue and identify new potential partners
IV. Explore property and land options
### WORK PLAN

**Expanding Care: Collections, Exhibits, Grounds**

I. Provide proper collection care and storage  
II. ADA Access  
III. Create Emergency Plan  
IV. Continue archiving collection  
V. Create an exhibit schedule  
VI. Create an exhibit maintenance plan

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Responsible Party (in order of responsibility)</th>
<th>Due By</th>
<th>Estimated Cost</th>
<th>Performance Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide proper collection care and storage.</td>
<td>ED, Curator, and Archivist</td>
<td>Ongoing</td>
<td>$15,000 (NEH and Cal State Library Grants)</td>
<td>Obtain proper storage materials for storage of all paper, photo and objects in collection. Install humidity and temperature monitoring and record keeping. Pest control.</td>
</tr>
<tr>
<td>Improve ADA Accessibility</td>
<td>ED and Curator</td>
<td>2025</td>
<td>$18,000 (Cal Museums Grant)</td>
<td>ADA accessibility is completed for access to MK exhibits at TRHM.</td>
</tr>
<tr>
<td>Create Emergency Plan</td>
<td>ED</td>
<td>December 2024</td>
<td>$10,000 (NEDCC Grant)</td>
<td>Board approved plan by end pf year.</td>
</tr>
<tr>
<td>Continue Archiving Collection</td>
<td>Curator and Archivist</td>
<td>Ongoing</td>
<td>Staff time</td>
<td>Regular updates on progress to board.</td>
</tr>
<tr>
<td>Create an Exhibit Schedule</td>
<td>Curator and ED</td>
<td>Schedule Completed 7/2024</td>
<td>Staff time</td>
<td>Board approves planned exhibit topics and schedule.</td>
</tr>
<tr>
<td>Create an Exhibit Maintenance Plan</td>
<td>Curator</td>
<td>Ongoing</td>
<td>Staff time and cleaning &amp; maintenance supplies</td>
<td>Exhibits are maintained regularly.</td>
</tr>
</tbody>
</table>
## Expanding Connections: Donor and External Relations

I. Build stronger partnerships in surrounding communities  
II. Update and promote public image  
III. Create a marketing and communications plan  
IV. Create a volunteer program  
V. Strengthen relationship with TRHS

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<tbody>
<tr>
<td>Build stronger partnerships. Including MK cabin communities. MKDA, SEKI, TRHS.</td>
<td>ED and BOD</td>
<td>Ongoing</td>
<td>$5,000 for promotional materials, mailings, etc.</td>
<td>Increase in activity, attendance, programs, and donations.</td>
</tr>
<tr>
<td>Update and promote public image</td>
<td>ED and BOD</td>
<td>Logo and branding in 2025</td>
<td>$5,000</td>
<td>Logo design, printing costs.</td>
</tr>
<tr>
<td>Create a marketing and communications plan</td>
<td>ED</td>
<td>Annually</td>
<td>Staff time</td>
<td>Complete and adhere to annual plan.</td>
</tr>
<tr>
<td>Create a volunteer program</td>
<td>ED</td>
<td>2025</td>
<td>$3,500 for volunteer appreciation event</td>
<td>Increase in volunteer opportunities and appreciation programs.</td>
</tr>
<tr>
<td>Strengthen relationship with TRHS</td>
<td>ED</td>
<td>Ongoing 2024</td>
<td>Staff time</td>
<td>Aligned goals between organizations, successful partnership in events and programs. Board approved MOU.</td>
</tr>
</tbody>
</table>
Expanding Experiences: Education, Interpretation, and Programs

I. Expand public programming
II. Continue video series
III. Online and virtual exhibits on website
IV. Develop and expand opportunities for education and interpretation

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<tbody>
<tr>
<td>Expand public programming</td>
<td>ED</td>
<td>Ongoing</td>
<td>Varied by event</td>
<td>New events and programs annually. Positive feedback from attendee surveys.</td>
</tr>
<tr>
<td>Video series</td>
<td>ED</td>
<td>Ongoing</td>
<td>$5,000</td>
<td>New videos completed.</td>
</tr>
<tr>
<td>Online and virtual exhibits on website and make website ADA compliant.</td>
<td>ED and Curator</td>
<td>Ongoing</td>
<td>$5,000</td>
<td>Exhibits added to website and site moving toward 100% ADA accessibility.</td>
</tr>
<tr>
<td>Develop opportunities for education and interpretation</td>
<td>ED and Curator</td>
<td>2026</td>
<td>$15,000</td>
<td>Pilot run of school trunk program.</td>
</tr>
</tbody>
</table>
## Expanding Foundations: Financial Growth & Sustainability

I. Increase membership  
II. Expand fundraising  
III. Increase our annual operating revenue and identify new potential partners  
IV. Explore property and land options

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<tbody>
<tr>
<td>Increase membership</td>
<td>ED and BOD</td>
<td>Ongoing</td>
<td>$4,000 (for printing, mailing)</td>
<td>Annual increase of members by 5%.</td>
</tr>
<tr>
<td>Annual Membership Event (Include with annual meeting?)</td>
<td>ED and BOD</td>
<td>Annually</td>
<td>Use sponsorships to offset event costs</td>
<td>Well attended event with positive survey feedback from attendees. Contributes to membership growth.</td>
</tr>
<tr>
<td>Expand Fundraising: Sustainable donor program</td>
<td>ED</td>
<td>2025</td>
<td>$1,500 Marketing</td>
<td>Creation of programs for sustainable giving. Approved applications from new sources.</td>
</tr>
<tr>
<td>New grant funders</td>
<td>ED</td>
<td>Ongoing</td>
<td>Staff time</td>
<td></td>
</tr>
<tr>
<td>Increase annual operating revenue and identify new potential partners</td>
<td>ED and BOD</td>
<td>Ongoing</td>
<td>Staff time</td>
<td>Increase in revenue</td>
</tr>
<tr>
<td>Explore property and land options</td>
<td>ED and BOD</td>
<td>2026</td>
<td>Unknown at this time</td>
<td>Unknown at this time</td>
</tr>
</tbody>
</table>
MKPS’s planning cycle will promote continual action, reflection, and accountability as we implement the strategic plan.

Every 2 years: Closer look at trends, vision, and strategy

Annually: Celebrate accomplishments and update milestones

Quarterly: Review progress and lessons learned

Develop and implement workplans based on milestones

Adopt Strategic Plan and actionable 12 month milestones
BOARD OF DIRECTORS
Stuart Hendricks - President
William Martin - Vice President
Daniel Vassar - Treasurer
Lisa McEwen - Secretary
Forrest Jones
Marc Mertz

STAFF
Lisa Monteiro - Executive Director
Sandi Stryd - Curator/Controller
Antoinette Cloutier - Archivist
GLOSSARY

BOD - Board of Directors
ED - Executive Director
MKPS - Mineral King Preservation Society
NPS - National Park Service
SEKI - Sequoia and Kings Canyon National Park
TRHS - Three Rivers Historical Society
CONTACT

lisa@mineralking.org
(559)561-1000

Mailing Address:
PO Box 86
Three Rivers, CA 93271

Office Address:
40838 Sierra Dr.
Three Rivers, CA 93271

Mineral King Room
Located in the Three Rivers Historical Museum
42268 Sierra Dr.
Three Rivers, CA 93271

Honeymoon Cabin
Located at the end of Mineral King Rd. near the Mosquito/Eagle Lake Trailhead

The Mineral King Preservation Society is a Private Operating Foundation.
Contributions are tax deductible under 501(c)(3) IRS. ID#77-0174309