

Opinion: The CVB Needs to Implement a Project Management System if it wants to be Successful

By Ron Munden

For over two years I have written about the need for the CVB to implement a project management system to manage the tourism plan. To date no one has addressed this need but the need increases in importance every day.

Currently the 2009/2010 CVB Action plan is posted on the site. If you review the document that was prepared by the CVB, you might conclude the completion dates for most action items on the list has been missed. One could easily conclude that nothing is getting accomplished.

Actually, I don't think the situation is as bad as it looks but I don't know because the CVB does not use a project management tool for managing its work.

Perhaps a significant amount of work has been accomplished on many of the action items. If a project management tool were being used, everyone would know what has actually been done. Without such a tool the public assumes nothing is happening on these action items.

Each of the action items in the CVB plan should be broken down into a series of tasks and the completion dates for each task should be monitored. Research has shown that when a project is broken into a series of understandable tasks and the completion date for each task is managed; the completion date for the entire project will be shortened.

Many people feel that Marshall tourism effort has gone underground. Most meetings are no longer open to the public. The effort evolved into a series of weekly "secret" meetings attended by the selected few. Public BDC meetings are only scheduled for every couple of months and often result in no actions taken by the BDC. This is hurting the BDC's ability to get things accomplished.

For Marshall's tourism effort to be successful it must have public buy-in. The process must be open and transparent. That currently is missing. A good project management system can provide that transparency.

The use of a good project management system could address many of the BDC's shortcomings.

There are good, well-meaning people working on Marshall's tourism plan. I think they want the best for Marshall. But, in my opinion, they are not getting things accomplished as quickly as they should.

The use of a good project management system could increase their chance for success.

It's not too late for the BDC/CVB to implement a project management system.