

Exhibit N

New SMART Goals related to Facebook and social media interaction

SMART Goal Template

PLEASE USE THE FOLLOWING GUIDE TO PREPARE YOUR SMART GOALS.

	S	M	A	R	T
	STRATEGIC & SPECIFIC: IDENTIFY A LONG-TERM GOAL	MEASURABLE: EXPLAIN HOW YOU WILL KNOW IF RESULTS CHANGED BECAUSE OF THE ACTIONS SPECIFIED IN THE GOAL.	ATTAINABLE: BE SURE NOT TO SET GOALS THAT ARE TOO CONSERVATIVE OR IMPOSSIBLE TO REACH.	Realistic Setting the correct time frame, the right measurement.	TIME-BOUND: ASSIGN A TIMEFRAME IN WHICH YOU WILL ACHIEVE THE GOAL.
Facebook Social Media interaction					
Strength-Based Goal Components	600 active users by Spring 2012 – 176 currently. Create a Twitter account	Monitoring FB usage weekly. If the results increase due to our content continue to create the same buzz and monitor.	Growth the past 3 months has been 25% + per month. Seven month out at the same rate we will be over 800	See Attainable	May 2012
Strength-Based Goal	Social media is a powerful tool to advertise, keep in touch, create buzz, inform, and build a relationship. People enjoy being involved with various social media outlets.				
Goal Components	Sharing content on our site. Sharing with our partners on their sites to expand ours and their reach	Creating creative content that will be interesting and engaging to attract downtown involvement and	Measure the users weekly based on reports from FB		



