

Notes of Governing Council Meeting

January 16, 2018

Present: Kathy Brown, Larry Brown, Rae Coleman, Janet Cruz, Kathe Fradkin and Carol Moynes

Recognitions:

- The many people who contributed to the success of the member meeting held on Saturday morning, January 13th; i.e. Sara Sheets, Chris Cooper, Gerry Lukos, Sandy Ruff, Wally Carey and members of the governing council.

Resource Development:

Larry reported that expenses have been greater the past few months due to costs related to moving the office and purchasing new furniture. There is currently a balance of \$1,708 in the member assistance fund which can be used to aid new members and those in the process of renewal. Larry and his committee will be applying for grants from the city of Beaverton and Southminster Presbyterian Church to supplement funds for membership assistance.

Outreach and Publicity:

Kathe continues to work on developing a presence on Facebook that can be used to attract younger volunteers for the Village. It appears that the cost of doing a "Boost Post" has increased which may limit the extent to which this method can be used.

Volunteers:

Kathy will be holding her meeting with the volunteer leadership team later in the week. On the agenda is a discussion about the pros and cons about involving high school students in service projects and strategies for recruiting new volunteers. There was some discussion about whether to use names in village communications. It was decided that names could be used when announcing a special event where the person will be speaking, performing, etc. but that names would not be published to identify people in photographs of village events. All agreed it is important to protect the privacy of our members and care should be taken to make sure individuals agree to have their names included in announcements.

Membership:

Kathe shared pictures and feedback about the member meeting which from all accounts was a success. There were approximately 40 people in attendance. She also reported that:

- There were 8 guests at the Village 101 on January 13th including representatives from the village in Clark County.
- At a meeting of the liaison team, it was decided to create a log where contacts between the liaison and new members can be recorded and suggestions for member involvement can be noted. This document will be filed when the official liaison period ends approximately 3 months after a member joins the village.
- Carol shared the member renewal information and some discussion followed concerning the status of associate memberships. It has been hard to attract members in this category (no new ones since June) and several current members did not renew. Nothing was decided but it was agreed that this is a topic that needs to be revisited. Although there was 100% renewal for full members, the over-all rate was 78% due to the situation with associate members. Kathy agreed to bring up the issue at the Membership Affinity Meeting to see if this is an issue with other villages.
- Plans are being made for the Membership Drive/ Village Celebration Event planned for February 17th.

Data Management and Technology:

Carol reported that she is working with Bonnie Barksdale to update the web-site. She hopes to recruit a volunteer who has experience with web-design by putting an announcement in the next update.

Fund Raising:

Terri Mishler shared information with the council about creating a cookbook that could be sold as a fund raiser. She has had experience with the company that coordinates this effort and recommends the organization. Members and volunteers would need to submit recipes and then commit to selling copies of the completed book. The minimum order would be 100 books. Terri offered to help with the typing and creation of the content if we decide to pursue this activity. No decision was made as first we need to determine the level of interest among our members and volunteers.

Events:

Rae reported that the events committee is considering a camping trip in the spring. There was some concern about liability and insurance for such an endeavor, but since there is no definite plan as yet, nothing was decided.

Leadership:

Council members shared ideas (and frustrations) with regard to the difficulties we all experience in communicating with members and volunteers. Despite

maintaining a calendar on the website, sending e-mails, updates, newsletters and sometimes phone calls, people report that they do not always know what is happening at the village. It was decided that in the future, an events update will be sent the middle of each month which highlights the activities that will be taking place in the coming weeks. If the information is focused and not included with other types of announcements and articles, perhaps people will pay more attention to it. The second update will list the activities but not explain them in any detail.

Topics for Next Meeting: (Monday, February 5, 2018)

- Eligibility for membership on the Governing Council
- Proposal for Membership Terms and Rotation
- Establishing a Nominating Committee