

Governing Council Meeting Notes

Monday, February 19, 2018

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

Recognitions

- Everyone for the good work done at the Ice Cream Social
- Elsie Stuhr and Dave for providing the Elsie Stuhr space
- Yongkie Hurd for taking pictures at the event

Topics Discussed

Resource Development

- The Treasurer and the Treasurer-in-Training will access the One Drive for all treasury documents.
- The Southminster Foundation Grant Application for \$1700 was submitted this week to expand our membership fee support program.
- Larry attended an orientation session for the Beaverton City Social Services grant. Usually over 40 groups apply. The lowest grant was for \$5000. The upper limit is \$20,000.
Decision: Viva Village will not submit a grant for this year, but will consider applying for the grant next year. At that time, we could fund a Program Administrator.
- Our ending balance for January 31 of this year was \$57,814.24.

Outreach/Publicity

- Tabling
 - Creekside Village tabling – not much interest. No plans for tabling at that site again.
 - Future tabling scheduled:
 - March 17 for Caregiving Happens Spring Forum, a BCOA and Elsie Stuhr event from noon-3pm at Elsie Stuhr Center
 - March 17 Beaverton Volunteer Fair from 10am-1pm at the Beaverton Library
 - October's Elsie Stuhr Health Fair
- Village 101 Presentations
 - Monthly presentations at the Elsie Stuhr Center
 - July 28 with the Red Hat Club
- Facebook Updates are now in process now with plans for featured pictures and testimonials for membership and volunteering.
- Announcements are planned for congregations to publish soon in their newsletters.
- A process has been identified to collect information at the Village 101s to identify where people heard about our Village; there will be a column added to the sign in sheet.

Volunteering

- The Volunteer Team made some adjustments to the volunteer portion of the Project Plan to align it with realistic expectations of accomplishment. This information will be added to the Village Master Project Plan.
- Using a slight variation in approach, we are trying some new ways to actively engage new volunteers, starting from the training session and immediately afterwards.
- The Health Care Buddy (HCB) program will be highlighted in the next Update to encourage use. With the first HCB request having been successful, and a new volunteer who is very interested in the program, it seemed an opportune time to do this. The HCB would always be the same person assigned for that member.

Membership

- We currently have 76 current members (21 Associate members and 55 Full-service members) and 9 pending prospective full-service members.
- Feb. 17 Village Day Celebration was a success.
 - Over 70 people attended which included 20 individual guests
 - Good connections and lots of socializing by all
- Successful Village 101 conducted on February 10
 - Membership retention report status to date in February
 - 3 full service and 1 associate member renewed
 - 2 associate memberships (2 couples) now past due have not yet renewed and will be contacted this week
 - 1 full service membership (1 couple) due by end of month
- **Decision:** We will place more importance on the Associate Membership than we have in the past. The benefits to this membership are:
 - It can be an introduction to the Village.
 - It is an opportunity to “pay it forward”.
 - It shows support of the Village.
 - It is an insurance that services can be provided in an emergency (for a month).
 - It provides a \$200 tax deduction.

We will make changes in the brochure and our description in Village 101 to reflect these changes:

- Cover Associate Membership first in the descriptions in the brochure and when explaining the types of memberships in Village 101.
- Move the Associate Membership description to be first (and the Full Service membership to be after that) on the website.
- Address Associate Membership first when covering the types of memberships in the in-home interviews.

Technology & Data Management

- Primary decisions made by the Website Team
 - Revise the website to make the Events list more prominent and facilitate on-line RSVP's.
 - Look at adding more verbiage explaining the benefits of membership.
- Bonnie updated the website for Events. Additional small changes/fixes will be made shortly.
- More website changes are planned for the second quarter:
 - Define benefits of membership.
 - Possibly make changes to the look and feel (e.g., a banner/picture in the top heading and expansion of the width of the website throughout).
- Club Express
 - Updated the Quick References for the changes to the process of adding members and member/volunteers to send email and update directories.
 - Reviewed database for members' birthdays, added all records, and provided report for use in sending birthday cards.

Events

- February 17's Ice Cream Social
 - Strengths: great engagement, so much time to socialize, good size of the room, good decor, information tables good for all to pick up brochures, good volunteers to scoop ice cream, and a positive way to strengthen our current members and volunteers
 - Changes to make in future Ice Cream Socials: use larger ice cream bowls instead of cups, have the guests have a different color name tag and have more clarity on one of the goals being to increase membership/volunteers.

Leadership

- Cookbook Idea. **Decision:** Do not develop and sell a cookbook. Since most people now get their recipes online, there is little need for a hard copy cookbook. Kathy will inform Terri Mishler of our decision.
- Date of the Annual Meeting.
 - A quorum are those members who are present in the Annual Meeting.
 - Governing Council members are elected after they receive 51% of the present members' votes.
 - April 28 from 10-11:30am is the date that is scheduled for the Annual Meeting.
- Home Matters Caregiving. Kathy Brown and Janet Cruz will visit the facilities and meet with the managers to determine the benefits for Viva Village.

Update Content

- Boost Your Brain
- Health Care Buddy
- Therapy dog
- Ice cream social pics
- Life stories

Next Meeting

- It is scheduled for March 5 from 10am-noon
- Agenda topic: Description of skills/criteria for Governing Council candidates

