

Governing Council Meeting Notes

September 3, 2019

Present: Larry Brown, Kathy Brown, Janet Cruz, Carol Moynes, Mike Conner, Rae Coleman. **Absent:** Karen McCune

Recognitions: Jean, Jeanette, Sue Mann, Ellin for contacting people receiving hard copy of Village Voice, Karen Jensen for mailing VV; Membership Team for bringing Viva Village to 100+ members; Carol for enthusiastic development of CE possibilities; Sue Farkas for setting up discount shopping opportunity with Columbia Sportswear.

Open Session: Membership Team members Kathe, Vickie, and Nilze present for celebration of Viva Village having reached 100+ members.

Resource Development Team

- VNW Resource Development Affinity Meeting report from Larry: VNW received donation to develop a donation campaign - Growing The Villages. Grant covers all costs of printing, mailing to all Village addresses. Included in mailing will be a seed packet (pressed into paper). Lyn has developed a power point to explain how new fund raising appeal will work - ready in early October.
- Grant Review: Only grant received this year is from Southminster Church. City of Beaverton and Goodman Foundation proposals not successful.
- Staff Hiring: Candidate selected for Program Coordinator is Barbara Bernstein.
 - 3 reference checks have been complete, all with positive results
 - background check successfully completed
 - process in final stages with Karen working with Kelli Bledsoe, VNW, to complete offer letter which needs to be approved by Governing Council
 - Karen in contact with Barbara to keep her informed of process.
 - hiring team met August 30 to set goals and timelines for position, set salary, and beginning date of September 16 in order to be present for Governing Council meeting if possible

Outreach and Publicity

- Governing Council gave approval of adopting and using the Villages Movement California messaging; but maintaining the inclusion of our original emphasis on providing services that support members remaining in their own homes.
- Concentration on reviewing and updating outreach materials:
 - Brochure: reviewing and updating pictures, testimonials, and language
 - Rack card: adding description of Village - "Viva Village is a volunteer-driven, membership organization that helps older adults maintain active, engaged lifestyles within a supportive community."
 - Village Voice: continuing to look at ways to streamline sections of newsletter, i.e. shorten events listing). Providing more hard copies to members being discussed.
 - Carol requesting OPT also review language used on website

- Vision Statement: being deferred while changes in messaging being considered
- Outreach to partners being discussed, including having members make direct contact with groups they are part of.
- Gift: The Village Concept: A founder Manual and Sustaining Your Village: A Supplement to A Founders Manual, the two manuals offered by Beacon Hill Boston, have been gifted to Viva Village by Karen and the Millers.

Volunteers

- Reminder of the Volunteer Social & Opportunities event scheduled for Friday September 20 from 2:00-4:00 at The Community Center large room. Action team members will be able to talk with people about volunteer opportunities in their specific areas.

Membership

- 100 + members celebrated at beginning of Governing Council meeting today. In addition pre-membership is working with at least three new applicants.
- Membership Team has been increased by two members, Vickie Sander and Chris Cooper
- Next Member Meeting scheduled for November 2 at Southminister Presbyterian Church
- The change in our west boundary has been accepted by Village Without Walls. The west boundary is: 185th Avenue at West Union Rd south to Rigert Rd, east to 175th Avenue, and south to Scholls Ferry Road. VNW has been informed with the metro map being revised. Kathy has made the changes to one of our Village maps.

Data Management

- Club Express Ad Hoc Reporting has been purchased and initial review with test reports has been completed. First reports being developed are a Screened vendor referral report and reports by zip code. Carol feels positive about this upgrade.
- Progress has been made on adding the ability to incorporate emails with Forums. A Club Express email of mail@vivavillageforums.com has been added. Additional implementation will be worked on soon. We will need a moderator to manage this in the future

Events

- Janet reported that events going well except only 12 people have signed up for the Astoria trip on September 12. Discussion on why people fail to sign up. Possibilities considered: the age of our members; people not opening emails to learn about trips. Shorter outings with history group and garden events going well. We will probably not offer extended trips again.
- The forums going well with those attending appreciating the speakers and discussion. But attendees have all been Village people even though forum open to the public.

- Multiple changes to published events: changes cause confusion and extra work (this month Kathy on 9th revision of events list). Discussion centered on ways to inform people of procedures and need to adhere to deadlines set by the Beaverton Resource Guide and Cedar Mill News. The website calendar is considered the final source for information.
- Aging With Grace: First of 3 part series will be held on September 28. Flyers and rack cards being distributed. DRAFT budget prepared. Discussed collaboration with Elsie Stuhr.

Leadership

- Rent: Larry is in discussion with Mark, building manager, about having a formal lease and whether or not to sign a lease for 3 years which would decrease cost. Because of upgrades in building we are expecting some kind of rent increase. A 3 year lease does not seem realistic considering our probable need for a different space as the Village grows.
- Membership Fee Assistance: In order to offer fee assistance to additional members we will need to increase our fee assistance fund. The Southminster grant allows us to maintain assistance for current members for another year. Ideas for fund raising discussed and options for funds that can be designated for fee assistance.

Next Meeting: Monday, September 16th at 10 am. We will be going back to meeting two times a month on the 1st and 3rd Mondays of each month.

Submitted by Rae Coleman