

## Minutes from the Governing Council Meeting

Date/Time: March 21 from 10:30-12:30

In attendance (in bold): Larry, Kathy, Rae, Terri, Kathe and Diana

### Recognitions

- Bonnie for bringing in more Villagers via her nature walks
- Larry and Terri for being articulate, effective presenters in the All Villagers meeting
- Kathe for organizing meetings and processes to ensure we make good progress

### Evaluation of All Villagers Meeting

- **What to continue:**
  - Showing PPT slides as a visual
  - Being articulate in explanation of topic
  - Following up with people after the meeting, so get more clarification
  - Keep being the awesome GC that we are!
- **What to change:**
  - Get and use another projector that is brighter and stronger. In the meantime, use Elsie Stuhr's projector (assuming the meetings are held at that location)
  - Emphasize the importance of building community and positive input.
  - Deliver information without long discussions for feedback.
  - Understand that some people will voice negative comments no matter what we provide or do.
  - Get written feedback at end of the meeting so all can express their views (not just the verbal people at the meeting).
  - Change the order of the membership slides; place information about the importance of community before the information about the services.

### Membership Services

- Additional types of membership services
  - Based on input from the All Village meeting, there was much discussion about types of membership services, and the possibility of adding other levels of membership.
  - **Decision:** We will not add any more types of membership and keep the membership options as Members and Members Plus. There will not be a Members Plus Plus, or a change in the basic Members level, as previously suggested in the All Villagers meeting.
- Plans for survey to identify numbers of people who intend to become members
  - Goal of sending out a survey from the Membership Action Team: To identify numbers of people who plan to be members, so the team would not feel so overwhelmed with unknowns.

- **Decisions:** We can send out a survey but not now. Before the Membership Action Team designs the surveys and sends it out:
  - the Governing Council will identify the criteria for the pilot, identify the possible questions for the survey and identify the best timing for the survey.
  - There will be communication about the Volunteer Community, so the survey respondents are familiar with the options when they complete the survey.

After Viva Village launches, people can participate 1) as a Member or Member Plus, or 2) as a Volunteer. Volunteers comprise an integral and valued part of our community, and as such will be included in all Viva Village mailings and invited and encouraged to be part of all social and other community events. Volunteers do not need to be a paying Member of Viva Village.

### Action Team Report Outs

- Resource Development Team
  - As part of the Knudsen grant, Villages NW would like to first survey online 2 or 3 members of each Village to gather data for training other Village members for fundraising. People identified to take this survey were Carmela Bowns, Karen McCune, Jasmine Balogh and Regina Ford.
  - Larry plans to meet with two people from Southminster Presbyterian Church about the grant that he submitted.
  - Larry will make the Viva Village presentation to the City of Beaverton grant providers on April 14 at 6:30pm. Don Wolf will also attend. If allowed, Larry will listen to some of the other presenters to learn from their presentations.
  - We now have a Viva Village business license!
- Marketing Action Team
  - Kathe will follow up with John Shuck to for opportunities to market with progressive churches
  - Warm calls/contacts for marketing/resource development:
    - Little headway from Villagers in getting names of businesses for warm calls. Trying nextdoor.com to get referrals/leads
    - Follow-up with Business Alliances
      - ❖ Chamber of Commerce. Rae and Karen attended a Chamber meeting and started to make connections. **Decision:** We decided to join the Chamber for \$325/year. Rae will complete the application and follow up as needed. There will be a Chamber of Commerce Orientation for new members on March 23 at 4pm. The following will attend this meeting: Larry, Terri, Bonnie, Kathy and Rae.
      - ❖ Rae has followed up with Best HQ and BNI (which may be a connection with US Bank)
  - Plans to implement ideas from Leslie Peltz and Regina Ford for Village 101s

- Present Village 101 at Health/wellness groups and Work/life balance groups in mid-large companies (Adidas, Nike, Intel)
    - Connect with businesses who serve seniors (e.g. Beaverton Pharmacy) for marketing
    - Present at retirement homes/communities (Beaverton Lodge and Forest Glen)
  - Tabling event for Leadership Beaverton on May 14 in front of Library. This is supported by the Chamber of Commerce.
- Technology Action Team
  - Work on the future website is progressing as Bonnie is reviewing other Villages' websites for good content, layout, etc. She is looking for:
    - people to identify good things about other websites. Kathy will add this role to the list of volunteer needs.
    - People to be on the Future Website Committee. Kathe signed up. Bonnie will ask Nancy if she can also be on the committee.
  - Gerry wrote a program for Villages NW to collect all Villages' volunteer hours.
  - There is a process for the Club Express Team (Gerry B. Gerry L. and Julie) to develop a database that provides Viva Village users with useful and accurate data to easily and quickly facilitate their work upon launch
    - All GC members will watch the CE videos.
    - The timeline that we will follow is:
      - March-April:
        - ❖ Inform the Governing Council of the "big picture" to develop a database.
        - ❖ Understand what data the users will need to do their work. Understand the flow of work and the input/output of data needed for each team.
      - May: Work with Leads on the roles of the people putting in CE.
      - June-July: Define the process of putting in and working with the data in CE.
      - July-Aug: Implement the plan
    - Sometime in April, many of the GC members (Kathy, Bonnie, Terry, Kathe and Larry) will all meet to review the combined workflows (for volunteers and membership), make necessary additions to data needed and get a brief overview of the reports from the CE Team. We will identify the date for that in our next GC meeting.
    - There was a question about when we need to pay from Club Express. Gerry is reconsidering the amount of support needed, so would like to purchase the most basic package from CE. Before a decision is made, GC members would like to review pros and cons for purchasing different levels of support. Bonnie will ask Gerry to identify these in a proposal to be reviewed in a future meeting.

- We need to schedule a strategic planning meeting soon to develop an official VV business plan for 2017.
- This business plan can be used for grants, business associations, etc.

### **Bi-Weekly (every two weeks) Update**

- Information to be included in the Update is:
  - Request for volunteers for the future website development and for researching good attributes for our future website
  - Summary of the gardening event

### **Next Meeting**

- Our next meeting is scheduled for April 4 and will include the discussion/decision for the following:
  - Criteria/expectations for pilot (30 mins)
  - Founding and sustaining members (30 minutes)
  - Volunteers for launch
  - Review of cost and recommendation for a specific sound system and projector.
  - Identification of a date for the next All Villagers meeting