

GC Meeting Minutes – March 6, 2017, 10:00–12:00

In attendance: Kathe Fradkin, Larry Brown, Terri Mishler, Bonnie Barksdale, Rae Coleman, Kathy Brown

Recognitions

All of us for continuing the everyday work that keep Viva Village going
Larry for being on top of transportation
Rosebud Kirwin-Alvord for starting the movie discussion group
Rae for the monthly events list

Res. Development Team

1. Financial report presented for Feb. 2017
2. A reminder to all action teams to submit reimbursement requests in a timely manner. (within the same month). The Villages NW CPA is tightening up procedures. This all-in-the-same-month rule might be difficult for teams where people wait to have more than the minimum amount to turn in.
3. Drivers – 2 new drivers are certified. Two more are in process.
4. Fee assistance. Viva Village should not provide totally free memberships, but can ask for donations specifically for fee assistance. If prospective member cannot afford the sliding scale member portion of the fee, Viva Village could have a separate account to cover the rest.
Fee assistance should not come from membership dues, but from donations designated for assistance.
Hardship assistance (for a temporary situation) — an agenda item for future.

Marketing Team

1. Social Media — Twitter, Instagram. Suzanne Boyd will continue with FaceBook, but will not initiate Twitter and Instagram. It was decided that these are not a priority at this time.
2. Retirement Homes — Beaverton Lodge hasn't gotten back to Kathe, but Kathe will follow up. Gift of Caring Flyer to be distributed in residential homes.
3. Vertical Banner — Rae and Kathe proposed investing in a vertical banner 8' tall x 3.' Pulls up from base. \$200-300 for design, making and delivery. Kathe had checked a couple of places for quotes, and will also check out with Image 360. The banner can be used for tabling, churches, Elsie Stuhr.
*Approval to go ahead. Message should be enduring and approved by GC before printing.
4. BCOA Liaison — It was agreed that Suzanne VanSlyke, as a member of the BCOA will be the Viva Village liaison with this organization. Kathe will define and discuss with her the roles and responsibilities. Also needed is a process for reporting back to GC every 6 weeks or so. Kathe will meet with her before

BCOA meetings during the first quarter so Suzanne is current on what is presently going on in Viva Village.

Kathe will attend a BCOA meeting occasionally.

Volunteer Team

Nothing to report at this time

Membership Team

1. The Elsie Stuhr event on Feb. 23 went well, resulting in 2 membership requests. Elsie Stuhr was and continues to be very supportive. We could consider doing this again in a few months.
2. Pre-membership team is getting started. Kathe Fradkin, Vickie Sander, and Maryellen Conner will meet at the end of March.

Processes to define and/or questions to answer:

What triggers a visit or call from this team?

How does a request for fee assistance get handled?

3. Membership Welcome Letter – in process. Terri will send it to GC for review.
4. High Needs Applicants. Pre-membership team has authority to say that it's not a good fit.

For current situation that was discussed – Terri will send letter.

Data Management

1. Tech meeting – next Monday, 6/13
2. Website meeting – 3/22. Bonnie invited Kathe F. and Kathy B. to be present.

Events Team

1. Increasingly volunteers, members, and others are coming forward with ideas for events for Viva Village. We want to encourage this, but also, it is important to follow the process that the Events Team has developed. Bonnie reviewed this process for the Governing Council, so it would be fresh in our minds.
 - Identify topic
 - Identify known person to speak, or someone with an established reputation in the community
 - Establish goal for the event before approaching the speaker
 - Set date/research venue
 - Agreed by team meeting or by email

The challenge is to develop a way of presenting timely topics while avoiding conflicts of interest. A policy is needed to be able to respond consistently to people who suggest ideas for events and training.

Leadership

1. Viva Village is developing more and more connections in the community. There is a need to define Partnership and Sponsorship. Kathe offered the following from the cooperate world.

Partnership – contract between 2 or more entities. The alliance can help each organization — equal rights and responsibilities.

Sponsorship – might donate money to fulfill social responsibility and improve image in community

BCOA

Website recognition: It was decided that to recognize organizations on our website, we need to get that organization's approval for using logo and for the text to used. Do they perceive us as partner and/or sponsor? Do we need form letter?

It was suggested that for website, we need only say something like, "Thank you for your assistance in making VV a success," without the label of Partner or Sponsor.

Formalizing our connections with Elsie Stuhr was discussed briefly.

Event Sponsor Recognition: If a business provides resources for a particular event, we can recognize that sponsor on flyer/program.