

# Viva Village Governing Council Minutes

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*Saturday August 20, 2017 10:00 am – 12:30 pm*

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

Recognitions:

- To Larry for repairing the printer
- To Bonnie for the website contributors page
- To Kathe for covering the office last Monday

## Project Plan

The project plan was completed.

## Resource Development

- The H-P printer has been repaired and is working well.
- Felicita Montebalco (Vision Action Network) has suggested a source for possible funding for DEI (diversity, equality, inclusion) training: <http://emilysfund.org/>. They funded diversity training for the Portland Art Museum staff a year ago. Larry will pass this information on the Villages NW board.
- The RD team meeting scheduled for 9/12 will need to be rescheduled due to conflict with the “Meet the Funders” event.

## Publicity and Outreach (Marketing)

- We have started our marketing for the Atul Gawande event via announcements in church newsletters and a flyer.
- Bonnie and Kathe developed a first draft of the Contributor's page for the website, based on the criteria identified by the Marketing Team and approved by the GC. The GC has now approved the page.
- Eight people attended an effective Village 101 meeting on August 12; one couple and an individual already applied for membership from that meeting.
- The Marketing Affinity Team is working on an inviting, action-driven elevator speech. When completed, we can identify how best to incorporate it our introduction of our Village. We will then focus on approaches to best market to younger audiences.
- VNW hired a person to develop a brochure and a rack card

## Volunteer Team

- Rae and Kathy to meet next week to match volunteers with tasks.
- Jean Corn and Kathy to train 2 new volunteers soon.
- Second Volunteer Roundtable scheduled for Thursday, August 24. No (positive) RSVPs yet. Many people away. May end up re-scheduling.
- We will be scheduling a second Village Liaison training for early-mid September. In addition to those volunteering to be liaisons, membership interviewers and office staff will be particularly encouraged to attend.

### Miscellaneous Notes:

1. August 2017 *Viva Village Voice* — 32.1% open rate
2. Statistics to date for August:

	Members	Memberships
Associate	30	22
Full Service	34	28
Total	64	50

### Service Requests as of August 18, 2017

Household Support	Personal Support	Technology	Transportation	Vendor	Total
14	1	3	5	6	29

## Membership Team

- There are nine potential memberships in process. Two of those qualify for membership fee assistance.

## Data and IT Team

- Member Interests - Carol and Bonnie are developing a letter explaining the Member Interests benefit. We hope the letter will be mailed to Members the week after Labor Day. Bonnie's goal is to have 30 members signed up for Interests by September 23 when we will demo the process at the Member meeting.

- Website -- Kathe and Bonnie are documenting website editing processes so that more people will be able to serve as backup editors.
- Club Express - the following are some of the webinars coming in September

[Tech Tuesday- Intro to Google Drive 3 PM ET/ 2 PM CT/ 1 PM MT/ 12 PM PT - 9/12/2017](#)

Tuesday, September 12th

This webinar is best suited for Village staff. Come learn the basics of Google Drive and how you can utilize all of its features for your Village and personal life. We will be going through Tech Boomer's explanation of Google Drive and its features and also answering questions on specific features. Come with questions and we will answer all we can in our hour together!

[Tech Talk for Older Villages - Lead by CE Users Group- 3 PM ET/2PM CT/1PM MT/12PM PT - 9/14/2017](#)

Thursday, September 14th

When the Club Express Village Users Group collected ideas in May and June for our survey to recommend enhancements to Club Express' Village-specific features, they found that many of the ideas and questions related to features already in CE that the Villages either did not know about or understand. Some of these features are very useful to the Villages who know how to use them. We will focus this session on the explaining these features that even some experienced CE users don't know about – both demoing the features and explaining how they might be used. Feel free to invite users who might not otherwise come to Tech Talks to this session.

[Helpful Village Users Group- HV Demo 2 PM ET/ 1 PM CT/ 12 PM MT/ 11 AM PT - 9/28/2017](#)

Helpful Village will be showing Village members how their database works and how you can use it for your Village operations. Helpful Village supports operations such as:

- maintaining a member, volunteers, and donors database
- processing member applications
- renewals, donations, and payments
- scheduling and tracking service requests
- emails and communications
- website creation and management
- event management
- providers management
- flexible reporting

## Events Team

- Oregon Building Blocks of Insurance event: Bonnie attended and talked to the speaker, who offered to come to VV for a small event during Open Enrollment Time October 15 - December 7 to discuss insurance plans and counsel individuals about their specific needs. The GC decided that this was a duplication of other community events, and one that we did not have to offer.
- Dahlia trip -- August 23. (August 17 was advertised deadline to request or offer a ride). Does Villages NW have a policy about how Villages should go about facilitating friend-to-friend ride sharing? Rae and Kathe will bring this up at a Circle of Reps meeting.
- Public, Member/Volunteer Events -- Should some of our nine regular small group events be Member/Volunteer only?
- GC clarified who should be able to come to events:
  - A small event in a public place is open to all
  - Who attends a small event in a private home is left up to the organizer of that event and can be open to all or limited to VV volunteers and/or members
  - As noted, at a large event VV holds the option to set a fee for public attendees.