

# Notes of Governing Council Meeting

## November 21, 2017

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

### Recognitions

- Rae Coleman, Bonnie Barksdale and Kathe Fradkin for good work done for Senior Series planning
- Kathy Brown for connecting the Senior Series reps with Dr. Schmall, a gerontologist, to provide expertise for the Senior Series planning
- Janet Cruz and Larry and Kathy Brown for developing the 360 interview process
- Larry Brown for working with the building manager to get a larger office

### Data Management/Technology Report

- 360 interview. Good to include the Interests component as part of the interview
- Tech meeting agenda topics coming in December or January
  - Calendar and CE event registration
  - Duplication of efforts to advertise events
  - Interests
- Website meeting topics coming in December or January
  - Making formatting revisions on the website (including the About Us section)
  - Cheat sheets for the website editors

### Events

- New events on the calendar soon
  - "Make a Table Decoration" led by Bruna November 30, 2 pm, Rae Coleman's house
  - "Let's Eat Well" Nutrition event led by New Seasons January 25, 12 noon. Venue is TBD. The content will include food prep as well the value of eating well. This could be a large group event.
  - "Let's Get Moving" small group event on classical stretch as per a YouTube video. This will be led by Bonnie.
- Hospitality Committee. There is now a committee, so the events are welcoming, inviting and attractive events on a consistent basis.
- Senior Series Progress. Meetings with experts are in progress to build Senior Series sessions

### Resource Development

- RD Team meeting. They met on 11/14/17.
- Membership renewal letter. Larry and Kathy are developing a membership renewal letter and an accompanying membership renewal form. This is a follow up from the 360 interviews. Decisions:
  - State in letter that membership ends on Dec. 31.
  - We will have a grace period until Jan 15 (This will not be stated in the letter.)

- Viva Village 2018 budget. Larry has been asked by VNW to develop our Viva Village 2018 budget by December 16, 2017. Larry needs input from all team leaders on anticipated large and/or new expenses for 2018 as soon as possible. Larry will calculate the common consistent expenses from 2017.
- Membership drive. At the RD Team meeting, we discussed a membership drive for 2018. Village Day is 2/13/18 and we could plan a potluck (members bring friends or others interested in the village) on or about (o/a) that date. Work is being done to identify venues (e.g. churches) that may be available. Further ideas about membership renewal from the GC are eagerly anticipated.
- Our office move. We will move Dec. 2/3 from our current office to the new office. Comcast is scheduled to come on December 1 to switch our telephones and computer lines to the new office. Larry will find movers to move the heavy furniture.
- Published current financial reports. Currently, we have enough money for more membership fee assistance

### **Outreach/Publicity**

- New elevator pitch. The Marketing Affinity Team has developed a new elevator pitch:
 

[It is all about neighbors helping neighbors age in their own home. When we are young, we take for granted our abilities to accomplish things – seeing to simple chores around the house, getting around in our community, even visiting friends. As we grow older, things become more challenging. Villages NW bridges the gap with age-friendly resources, volunteers, and an expanded network of friends.](#)
- We are planning to review the following with the Office Volunteers, so our messaging to interested folks is consistent: elevator pitch, lobby speech and latte speech
- Our FAQs. Mary Daggett, a volunteer with Villages NW, is updating the Villages' FAQs, as per the Marketing Affinity Team's discussion. Small revisions will be made to our FAQs on the website.
- Neighborhood potlucks. Input is being gathered on the idea of organized member get-togethers (e.g., potlucks) in neighborhoods, so all can get to know each other in each neighborhood.

### **Volunteers**

- From Volunteer Affinity Team:
  - DMV placards for Village drivers. Villages NW has obtained 5 placards for each Village. The Volunteer Affinity Group will research and propose a way to fairly and legally administer this program. The purpose is for a driver to have a placard in case the member forgets to bring their own on the requested ride. Placards can only be used for members who qualify for (and have) their own placard.
  - Several ideas were suggested that would address the issue of a member forgetting the placard.
    - The driver routinely asks the member before the ride if they have a placard to bring on the trip.

- A prospective member is asked during the intake interview if they have a placard, and is asked to show it to the interviewer for verification. This information can be noted in Club Express in the member's alert and/or special instruction box.
  - The Village aids the member in obtaining a placard with a ride to the doctor to get the form filled out, then a ride to the DMV.
  - GoGoGrandparent. This is being researched by Eastside and Northeast Villages as a possible resource for when we aren't able to fulfill a member's ride request.
  - Follow-up on the Non-response protocol. If a situation warrants a call to 911, it is up to the emergency response team to determine issues following member's wishes regarding DNR, or even whether to accept help from the paramedics.
- From Viva Village Volunteer Team
    - November 15, 2017 Volunteer Round Table highlights:
      - Report of the Villages NW annual meeting
      - Viva Village news (office and scope of services)
      - Miscellaneous Viva Village volunteer topics
        - Discussion of organizing neighborhood get-togethers. Permission is needed from volunteers for sharing contact information with members.
        - Forming team of volunteers to provide certain services. Volunteers added to the list of possible teams that the volunteer team had assembled. A list was passed around for people to sign up for teams they would be willing to be on.
        - Drivers met separately at the end and discussed ...
    - Thank you notes to volunteers signed by Governing Council members.

## Membership

- New applicants.
  - We have had three new applicants for membership this past week; two applicants decided to apply for membership after they attended the November Village 101 meeting.
  - We are getting an increased number of applicants living in Garden Home area, around Oleson. The Membership Team will follow the guidelines:
    - If the prospective member lives east of Scholls ferry road and west of Oleson, he/she can choose which Village to join (RW or VV). He/she will still need to fill out an out-of-boundary addendum.
    - We do not accept membership for anyone in Multnomah County.
- GC Renewal Visits. please send in reports with date. They can be entered in Club Express Contact Log.
- New Membership Team Structure
  - We have formulated a plan for the revitalized Membership Team that incorporates all aspects of membership under one umbrella, but maintains the separate functioning of each team.
  - Members: Kathy Brown, Kathe Fradkin, Rae Coleman and Janet Cruz
  - Purpose: To coordinate all aspects of membership—pre-membership, interviewers, member advocacy, liaisons volunteer, and member retention
  - Leads of each aspect of the Membership Team are:
    - Pre-membership: Kathe
    - Interviewers: Kathe and Janet

- Member advocacy and Village liaison volunteers: Kathy and Janet
  - Member retention: Rae
- There is also a provision for the connection with the 101 Planning team.
- This team will be empowered to approve or deny out-of-boundary requests for membership