

Governing Council Meeting Notes September 16, 2017

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

Observing: Ramona Crocker

Recognitions:

- Kathe, Bonnie, and Kathy for their recent outreach efforts — the interview for KBOO radio and the presentation at SW PDX Rotary
- Events teams for taking the flyers around for events

Decision: Use Notes rather than Minutes for all meetings, including Governing Council. Use the team summaries, adding in discussions for each section

RESOURCE DEVELOPMENT

1. Larry and Rae attended the “Meet the Funders” event sponsored by Vision Action Network on Tuesday September 12. They were the on Village representatives this year. Out of 23 funders, there were very few that were interested in aging-in-place issues.

Standard Insurance is a company that has a strong employee volunteer program, and they like to sponsor events. One thought was that maybe Standard could be approached about sponsoring the Senior Series. Standard is able to give a response in a matter of weeks, not months, as some corporations.

Rae and Larry suggest following-up with Standard Insurance for a Viva Village-specific grant and will follow-up with Villages NW for the grant prospects that are Portland-wide.

“Meet the Funders” is probably not worth attending next year.

OUTREACH & PUBLICITY TEAM (OPT)

Update for OPT

1. Bonnie Barksdale and Kathe Fradkin participated in an interview with Lyn Trainer (from Villages NW) and interviewer John Shuck at KBOO (90.7FM) on Thursday, Sept. 14. They discussed the Villages movement, Villages NW, as well as Viva Village. This interview will be aired on one of their upcoming newscasts (date TBD) that identifies events and hopefully will be in time to highlight the Atul Gawande Village events in the Portland area. More importantly, it will air on the *Beloved Community* show at 9am on Friday, Oct. 13. KBOO 90.7 FM.

Lyn will ask for a link to the broadcast, and it will also be available on John Shuck's podcast.

2. Kathy Brown and Kathe Fradkin joined two River West reps (Bev Snow-Kuehn and Darl Kleinbach) in presenting to a small group of business people in the Rotary Club SW Portland on Friday, Sept. 15. They discussed the Villages movement, Villages NW, Viva Village and River West Village. The "ask" to the Rotary Club was for them to spread the word for membership and volunteers and to raise/give funds for membership fee assistance. Lyn Trainer will write a follow-up letter to them.

In addition, Rae is working with Mike and Karen to present at the Beaverton Rotary.

3. Volunteers conducted/plan to conduct lots of outreach for the upcoming Sept. 26 Atul Gawande event with flyers, articles and nextdoor.com entries.

The following have either been implemented already or are being planned: a notice on Chamber calendar, a notice on the OnPoint Bank electronic community board, and posting nextdoor.com.

The suggestion was made to send a reminder email for those who RSVP'd

VOLUNTEER

Nothing new to report

MEMBERSHIP

1. It is almost time for membership renewal. A team of people is needed to plan and implement our approach. Questions to address:
 - How will members be notified of pending renewal — phone call, system email, individual mailing?
 - Do the Club Express renewal system emails say what we want them to say?
 - Should we have a membership campaign that includes seeking new members as well as renewing current members? What would this campaign look like?
 - Do we want to institute a "Sustaining Member" program?
 - Should we have a membership recruiting event?

Carol, Janet, Larry, and Kathy agreed to be on this team

2. FYI only, no action from is needed — Terri introduced the question of whether a Village could be used as an emergency contact on medical forms for Elder Orphans (seniors with no spouse or family). Kathy has talked to Lyn about this, and will also bring it up at the membership affinity group on 9/25. Advice on this should definitely come from the VNW Hub.

Terri plans to attend the next meeting to propose this idea.

Member and Service Request statistics as of 9/16/2017

As of 9/16/17	Members	Memberships
Associate	30	22
Full Service	35	29
Total	64	50

	August 2017	on 9/6/17	on 9/16/17
Household Support	18	9	13
Yard/Garden	3		
Personal Support	5	1	1
Technology	3		
Transportation	6	3	4
Vendor referrals	11		
Total	46	13	18

Update for Membership

1. We have one new member who joined as a Full Service member.
2. There are five viable in-process memberships.
3. Plans are all made and ready to be implemented for the Sept. 23 Member meeting. Volunteer liaisons are calling their new members to encourage them to attend. Communications have been sent.

TECH

1. Carol is finalizing the Member Interests demo and putting together the instructions and survey for the Member meeting on September 23. There will be a brief demo about using Interests and Forum
2. Carol is working on Club Express to send emails and has decided to delay the Member Interests email until after the Member meeting.
Carol, Bonnie, and Gerry Barksdale have worked making this feature usable.
3. Club Express is beginning a 7-week improvement of the Villages section of their database. Kathy, Carol, and Bonnie have copies of the planned changes and enhancements.

Club Express

Decision – to implement the following:

1. Ability to add alerts to member information. This is only seen by office staff entering service request, and can reflect pertinent information. This is an added line item in the "Additional Information" box on Member information.
2. Special instructions for member. This information populates the 1st part of the "Special Instructions" box, and only goes to "selected" volunteer. We will ask the member's permission to include information here, and/or ask if there is other there is other information they would like added.
3. Other points of brief discussion and clarification
 - Reminder Email — Carol will look into what it is and how we can use it to help with continuity in the office.
 - Viva Village using new website format
 - A quick review of Club Express list of proposed changes

EVENTS

1. Rae and Bonnie met with Doreen Rivera and Detective Ben Ruhl from the Washington County Sheriff's fraud division (Financial Crimes) to plan our Identity Theft event for October 21 at 2 pm at Elsie Stuhr's Manzanita Room. The power point will be 45 minutes long and there will be time for questions. While we were talking, Detective Ben Ruhl got a text notifying him of the data breach at Equifax! Timely event!

The presenters will prepare a handout detailing whom to contact in the event of one's identity being compromised.

Decision: not to charge for this event.

Decision: Criteria for charging for an event. We will charge for an event if a significant amount of money is spent and there is a need to recoup expenses.

2. Brenda Berger is beginning to help write descriptions of our events. Here is part of her description for the Identity Theft event.
 - "Have you ever received a phone, Internet, or email solicitation and wondered if it was legitimate?"
 - "Learn about the red flags and how to protect your identity and report a problem."
3. Our next TED talk will be on the last Thursday of October (October 27) at Bonnie's house.
4. Kathe advertised the Atul Gawande event at Thursday's (September 14) radio interview on KBOO.
5. Bonnie described the types of events held by Viva Village at the KBOO interview.
6. We had 10 people at the Dine Around luncheon on September 13 (the day following the Kathy's Update) 5 people were new to the Dine Around.

LEADERSHIP SECTION

1. There was a proposal to hire an office administrator to address the issue ensuring more continuity in the office and preventing any gaps in service that might result from having so many different volunteers staffing the office.

Considerations on the **pro** side were: 1) provide a continuous day-to-day memory for issues at hand and what is needing to be done, and 2) possibly make it more comfortable for members calling in with requests to know that a paid person would be handling the request, and that there would be one person on the phone.

Considerations on the **con** side were: 1) a part-time person would not necessarily assure continuity — there would still be the issue of passing on information from one day to the next, 2) the current office staff is well-trained and would likely feel marginalized. We don't want to take away from these volunteers, 3) we have pride in being an all-volunteer organization.

It was felt that for now we do not need to hire an office manager/administrator. We will look at ways to strengthen the existing procedures where needed. We recognize that as our membership grows, we will need to reconsider this issue.

A suggestion was made that when we do decide to hire someone that we look at employing a Program Coordinator for 25-30 hours a week to provide coordination on the big picture of running the Village. This would allow the Governing Council members to let go a bit from the day-to-day tasks that we currently do, and become more of a policy-making council. In the meantime we can look at ways to engage people in roles of authority and responsibility.

Decision: Not to hire office admin/manager at this time. We will continue with our current model

Decision: When we are ready to consider paid staff, to hire a Program Coordinator. We can use the interim to define this role.

This will be added as an agenda item for the Office Team meeting. (How to achieve more continuity, by choosing a lead to identify what gaps exist. Continue to train office staff to strive towards more consistency.)

Carol willing to be the go-to person for CE questions

2. The initial Governing Council members' terms will be ending on Jan. 1, 2018. However, because our annual meeting (and thus the elections) is set for April per our By-Laws, we have extended the initial 2-year term by 4 months.

Our By-Laws allow Governing Council members to serve 2 consecutive terms.

Each Governing Council member was asked whether they would like to continue. Each member shared their thoughts about their intentions.

3. Revising our meeting days

Decision: We will meet on the 1st Monday and the 3rd Tuesday of each month.