



LFV Board Minutes
Tuesday, February 6, 2018
7:00pm - 8:30pm
Corewood Care Office – Shops at Sangamore S-225

Attending: Susan Harding, Vice President; Mary O'Donoghue; Gary Ender; Peter Loew; Todd Smith, Secretary. Gabrielle Grunau.

Absent: Margie Ott, President; Cecilia Bacigalupo, Treasurer; Sandy Roy

Guest: Lynn Pekkanen

- I. Susan Harding convened the meeting.
 - Susan reported that Margie and Sandy were, that Cecilia is traveling
 - Susan reminded all about board meeting dates for 2018: 1st Tuesday at 7pm Feb 6, Mar 6, Apr 3, May 1, Jun 5, no meeting in July, Aug 7, Sep 4, Oct 2, Nov 6 (election day), Dec 4
 - Approval of 1-2-2018 Meeting Minutes ... Todd to secretary
- II. Financial Report – Susan reported 2017 fundraising generated \$20K a 50% increase over the \$13.5K raised in 2016.
 - The Balance and P&L sheets were reviewed and briefly discussed
 - The status of the BCC Rotary & Montgomery County and LFV/FHNN grant applications are still outstanding.
 - Board members reviewed the 2018 budget and made one adjustment to show that the Delta Sorority Grant did not extend into 2018
 - Village membership was at 104
- III. Membership Committee:
 - Membership – Peter ... walked through the plan. Emphasized coordination with other committees (See plan). Susan asked all Committees to develop a calendar of action steps by the next meeting. This would facilitate committee action plan collaboration.
 - Members discussed surveying members/volunteers to identify volunteer expertise to respond to member needs. Gabrielle offered to help field the survey
 - It was also suggested that we do a survey to determine what expertise other villages offer to members.
 - Susan recommended that we review and re-write membership / volunteer applications.

- IV. Volunteer Committee: Mary reported that Mary she and Gary had met to work in the volunteer recruitment plan. One element involves developing a group of Volunteers who can help spread the word.
- Lisa suggested the importance of the member and volunteer committee folks working together to define marketing efforts which would include creation of an “elevator talk” ... the points of which can be shared with everyone to insure consistency of messaging. Gabrielle said she had points she uses that can be shared with everyone. Peter suggested that we talk about the community of the future. All discussed the need to develop multi-generational messages that all members of the community can grab onto. Gary said messaging is important for all our efforts and that it is important to develop information for different audiences.
 - Better data, look at other villages and what they’re doing. Todd suggested maybe doing this in concert with the “Village Collaborative” group.
- V. Fundraising Committee: Susan said her committee was looking at why one mailing program was more successful than another in 2017.
- Hand written thankyou notes are being written by committee members to key donors.
 - Efforts are underway to identify new grant opportunities
 - A beyond mailings, a long list of fundraising options has been developed and is being evaluated.
- VI. Program Committee: Lisa is working on expanding Village programs/events, and organizing event communications to be monthly with updates as needed, to generate greater interest and strengthen member/volunteer/community connections with LFV.
- Lisa is planning events and activities now months ahead, making greater use of “name tags”, will summarize event discussions and send them to the participants. Li
 - An events advisory group is being organized.
 - Will focus on getting information out on neighborhood or community-wide events of interest.
- VII. Executive Director Report –Lisa said she has negotiated a new corporate account with Enterprise to ensure fixed-rate, low cost van rentals. Lisa said she is also developing new collaborative efforts with Sibley’s Senior Association and the Village Coordinator of Suburban Hospital.
- VIII. New Business:
Lynn Pekkanen recommended that LFV find ways to harness the energy of the 1500-member citizens group that has been focused on Westbard development for village benefit. Suggested that we hold one or more community meetings that focus on “community-wide” issues including, perhaps, candidate forums or things like the forthcoming Medicare changes, neighborhood trends, a legislative forum, etc. Gabrielle recommended collaborating within local health businesses.
- IX. The Board Adjourned at: 8:58p