

**Northeast Village PDX
Governing Council**

**March 16, 2017
Minutes**

Members present: Margaret Baldwin, Anne Lindsay, Susan Bach, Neil Malling, Vonnie Condon, and Jane Braunger

Meeting began at 3:10 p.m.

Minutes of the February 16th meeting were approved.

GoGo Grandparents. Margaret shared information about this service which partners with Lyft and Uber. Seniors can use the website (gogograndparent.com) or call (855-464-6872) to request a ride. They don't need the Smartphone app; GoGoGrandparents connects them with the ride service. GoGoGrandparents is recommended by AARP and has won recent awards. The service itself costs 19 cents per ride minute, in addition to the cost of the ride. An advantage to village members is its availability at times our volunteer drivers tend not to like - early morning and night time. GovCo members agreed to try the service out to see if it's something we'd recommend to members.

Update on Office Building. Margaret reported that a sale is in process. The expectation is that our lease will carry over, but she will need to talk to Michael DeMarco about that. We will need a new lease in August. We may be without office space for the duration of any rehab by the new owners. We'll await more news as the sale progresses.

Communications Taskforce. Susan reported on the first meeting of the group, March 3rd. Attendees raised a number of communications issues and needs and identified topics for working groups to take up. Ruth Romer will convene a meeting of these smaller groups.

Marketing/Outreach – Jane: Frank Baldwin's outreach to faith-based communities is getting some results. Jane noted that we need speakers to amplify the villages video which we show on a computer at 101's. *(Since this GovCo meeting, Bill Roberts has loaned speakers to Jane for this use).*

Development – Susan: Advertising is posted at McMenamins Kennedy School for our April 11th fundraiser, scheduled from 5:00 p.m. to closing. Members recommended including it in our newsletter and in an e-mail blast. Susan will contact Pat Vivian and Todd to follow up.

Volunteers – Margaret: We're beginning to experience some turnover here, so Margaret is once again processing new volunteers. Big demand is still for transportation. Anne suggested cross checking time & day of requests with driver availability. *[Helen Richardson is sharing the burden of volunteer responsibilities. She is vetting volunteers, helping to design and do trainings, and helping Margaret to edit and systematize volunteer documents. We are co-coordinators.]*

Program – Neil (for Joan): AARP anti fraud session went well; about 10 people attended. The Program Committee anticipates a policy decision needed to clarify who can attend program events. Currently, events are open to members only until a set date. We may want to make it that events are open to members and volunteers until a set date.

Kathryn and Byron Hansman-Spice have proposed an introductory session that would address movement and vision support. If attendees are interested in continuing to meet, regular gatherings would follow. While their proposal does not mention any fee for the introductory session, the issue of payment for ongoing gatherings needs to be addressed. The Program Committee will want to shape the policy regarding members offering sessions for pay. The committee will get back to the Hansman-Spices to find out their plans.

GovCo members discussed the earlier proposal by Rachel Mohlere of Villages NW board to organize a presentation on realty issues affecting seniors, including reverse mortgages, for our village. We decided then that we would prefer to organize such a session and invite appropriate presenters. Anne Lindsay has someone to recommend with expertise on financial planning for seniors and will contact Program Committee to suggest a presentation addressing financial and realty topics relevant to seniors.

Treasurer – Neil: Neil submitted a summary of income and expenses that spanned Jan. 1, 2017 to March 10, 2017. Net revenue was \$10,273.02 with expenses of \$2,508.77, resulting in a net cash flow of \$7,764.25. US Bank statement balance as of 2/28/17 was \$35,691.38. Vonnie requested that Neil move the \$812 expense of the charter member party out of marketing/outreach and into donor programs. Neil agreed.

Neil shared graphics of actual vs. target membership that show us on pace or even above our target numbers through February. Currently, our revenue is above budget and our expenses are below (though expenses will go up once we hire an office manager). Also not yet included is the \$112 for the new printer/scanner that will arrive next week.

Neil requested timely submission of reimbursement claims. While Julie is away until mid-April, reimbursement requests should go to Neil. Neil will also deal with Villages NW's request for a common format for villages' budgets that go to the hub.

Marketing/Outreach Proposal re Living Cully – Jane: Members discussed the context and proposal document sent with the agenda for today's meeting. Questions arose about the level of services people identified by Living Cully might request and whether volunteers providing services would need special training. The proposal suggested adding 6-10 subsidized memberships from Living Cully clients over a 6 month term. GovCo members wondered if that would be too many, given volunteer availability and the fact that recently added full service members are making a lot of requests. The group felt that entering into an arrangement with Living Cully to identify prospective members, who would need subsidies, should wait until we have our office manager on board.

Jane raised another issue: being transparent about the membership assistance program. She noted that the marketing/outreach committee agreed that our Membership Rates insert should

show a sliding fee scale, i.e. \$99 - \$495 for an individual and \$148 - \$740 for a two person household. The committee also recommended that all prospective members provide income level information. The purpose would be to inform members of the membership rate that matches their income. This can be done without asking for specifics, just indicating whether the person is above 250% of the poverty level, or, if below, which level of subsidy applies. Vonnie volunteered to develop such a form.

Another issue to be decided is the funding source for subsidized memberships. Viva Village, for example, has determined that donors fund subsidies; members' fees are not used for this.

No decision was reached on the pilot program proposal or the suggested revision to the Membership Rates insert. They will be revisited at our April meeting along with subsidy fund source(s).

Office Manager Job Description: Susan and Margaret: Members made recommendations for revisions and clarifications, including adding Spanish language ability as a desired skill, removing any language that suggests supervisory status, and renaming the position Office Manager. Susan will make the revisions and send the final version to GovCo.

Meeting adjourned at 5:10 p.m.

Submitted by Jane Braunger, secretary

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