

**Northeast Village PDX
Governing Council**

**April 13, 2017
Minutes**

Members present: Susan Bach, Neil Malling, Ron Laster, Anne Lindsay, Vonnie Condon, Jane Braunger, Todd Coward, Helen Richardson; guests: Joan Malling, Walt Quade, Julie Granger, Pat Vivian

Meeting began at 3:00 p.m.

Minutes of the March 16th meeting of GovCo were approved.

Friends and Family Night at Kennedy School, April 11: Susan and Joan reported that we raised \$3155. Four weeks of fliers on the tables paid off. This was an excellent fundraiser.

Living Cully Pilot Project Proposal – Jane

Following the discussion of the proposal at GovCo's March meeting, the Marketing & Outreach Committee decided on revisions to address the group's concern. Jane presented the revised pilot project proposal. Julie and Walt were able to provide more information on Living Cully, particularly its structure and current involvement in the Cully neighborhood.

While the proposed pilot project will probably necessitate bringing in more volunteers as drivers, this need may be met, at least partially, by Living Cully's assistance in adding volunteers to our village. The issue of whether to cap the number of percentage of subsidized memberships will be discussed at a later date. For the purposes of this proposal, the village is looking at adding six subsidized memberships over a six month period. Anne noted that the cost of subsidizing memberships is marginal, since subsidized memberships don't increase our fixed costs, i.e. rent, equipment, telephone. The "cost" is in volunteer time, and this will increase as we add members.

Final revisions to the proposal were agreed upon: the start date of the pilot project is contingent on a village office manager being hired; Living Cully will provide funds for any portion of the unsubsidized membership fee that a new client member cannot afford; ongoing assessment of the project will be done; and the final assessment of the project will include its impact on volunteers.

With these revisions, it was moved and seconded that the pilot project be approved. GovCo voted unanimously to approve it. Jane and Margaret will follow up with Cameron Herrington of Living Cully.

Program Committee – Joan In the future, Nancy Donehower will attend GovCo as a representative of the Program Committee. There are five members on the committee; they are seeking more and have an ad in the current newsletter. Program categories currently include social activities, special interests, and guest speakers. The plan is to offer a program with a speaker once a month. The Committee thinks it wise to offer more social events during the summer.

Treasurer's Report – Neil The summary of income and expenses spanned Jan 1, 2017 through April 9, 2017. Net revenue was \$12,602.58 with expenses of \$3,396.21, resulting in a net cash flow of \$9,206.37. US Bank Statement balance as of 3/31/17 was \$37,527.84. Our membership numbers continue to be ahead of our target numbers, into April. Neil noted that upon employing our office manager, the current gap between budget revenue and budget expenses will narrow.

Member Services – Susan 199 services were provided from November through March, with the highest number being for transportation and, then, light housekeeping. Recently we have received requests from Eastside Village to provide transportation for their members when several Eastside drivers were away. We were able to accommodate the requests and Susan can enter those requests in our Club Express procedures.

Office Manager – Susan 16 applications were received, about 2/3 from women, 1/3 from men. Susan, Anne, and Mary Kay August are the review team. They have agreed upon criteria to use in choosing 5 or 6 candidates to be interviewed at the end of the month. (*question – do we have an expected start date for the person selected?*)

Corporate Sponsorship – Ron Following an earlier GovCo discussion of whether to seek or accept corporate sponsorships for our village, Ron compiled and shared information from the National Council of Nonprofits on the topic. Basically, in such a relationship, the benefits to the sponsor should not outweigh benefits to the organization, i.e. the village. A sponsorship is more involved than a donation since it entails expected reciprocity. This information will help us in deciding about future sponsorship requests.

Volunteer Opportunities – Susan Susan shared information on the May 21st Irvington Home Tour, suggesting that our members and volunteers might like to participate. She will provide information on the how to volunteer for the tour in our newsletter, and it can also go on our website and our Facebook page. Other volunteer opportunities that seem relevant to our volunteers and members are the various neighborhood cleanups and the summer events at which our village will have an information table. We need to get information on these to Pat for inclusion in the newsletter.

Development Committee – Joan The committee is considering an annual giving cycle, tying it into our membership renewal process, possibly in November, as our original opening month. Development Committee will work with Vonnie and the Membership Committee on this.

Discussion of whether to participate in Villages NW mothers and father's day fundraiser followed. GovCo did not reach a decision on this.

Membership – Vonnie We have 106 members. Membership committee is working on a clearer, less complicated form for the Membership Assistance Program. Vonnie will share that at the May GovCo meeting. The member satisfaction survey is in process via Survey Monkey. Full service members will also get a follow up phone call. Responses to the phone follow up will help establish a member buddy system.

Marketing – Jane A Marketing Affinity Task Force is being formed and will meet April 18th. One issue to be addressed is the prospect of taking out an ad in the new “Northwest 50 Something” insert to run monthly in Pamplin newspapers. Eastside Village and our village have expressed interest, since the ad would run in the *Portland Tribune*. Villages NW will design the ad and interested villages will share the cost. If 4-6 villages participate, the cost per village for a quarter page ad for 3 months would be about \$300. Cost is to be shared equally among participating villages.

Communications Task Force – Anne The group has met and looked at internal and external communications needs/issues. Ruth Romer is overseeing the use of Google Calendar as a beta test for village-wide calendaring. Currently this calendar is an internal tool. A question came up of whether calendar dates so identified could be exported to Todd for the calendar on our website.

Ruth is also hosting our Facebook page and she’s asked for pictures. The Communications Task Force talked about the role of Facebook and sees it as a public space, especially for outreach, not a place for internal dialogue.

Meeting adjourned at 5:00 p.m.

Submitted by Jane Braunger, Secretary