

**Northeast Village PDX  
Governing Council**

**May 11, 2017  
Minutes**

Members Present: Margaret Baldwin, Jane Braunger, Todd Coward, Anne Lindsay, Vonnie Condon, Susan Bach, Ron Laster. Other attendees: Helen Richardson, Nancy Donehower, Pat Vivian, Lewis Barrett

Meeting began at 3:00 p.m.

Minutes of the April 13<sup>th</sup> and May 2<sup>nd</sup> meetings were approved. The May 2<sup>nd</sup> meeting was a special session to decide on the part-time office manager candidate.

Introduction of Lewis Barrett, NE Village PDX part-time Office Manger – Susan. GovCo members introduced themselves to Lewis, indicating their role on GovCo and in village committee work. Susan reiterated the interview team’s assessment of Lewis’s qualifications, including excellent experience in hub and spoke-type organizations, technical and relational skills. She recommended that all committee chairs meet with Lewis to familiarize him with their work and support needs. Given the need to orient Lewis to the office procedures and other aspects of his work, however, she asked chairs to wait a bit before such conversations. The first priority for Lewis will be getting the office functioning efficiently, including getting documentation needs met. He will be learning Club Express. Susan and Lewis will develop a work plan to include actual office hours. GovCo extended a very warm welcome to Lewis!

2016 National Survey of US Villages (UC Berkeley/Mather Life Ways Institute) – Margaret. Margaret provided copies of the Key Findings of the Survey. GovCo members had received a link to the full report earlier.

Update on Living Cully Proposal – Jane. Jane and Margaret met with Cameron Herrington and Troy Mitchell following GovCo’s decision to proceed with the pilot project. They have identified a resident of Oak Leaf Mobile Home Park as the first applicant for a subsidized membership. He will be applying for a June membership start. Troy has identified at least one other potential member, to apply for July membership.

Jane reported that she has written a short article for the June village newsletter inviting readers to contribute to a membership subsidy fund. The goal is to help the village grow in serving our diverse population. Income diversity is a part of our village and shouldn’t prelude membership. She clarified the difference between the Living Cully pilot project and more general support for lower income members. With six memberships planned over six months, Living Cully will pay the unsubsidized portion of a lower income member’s fee, e.g. \$99 for an individual or \$148 for a two-person household. If a prospective member can pay a part of the unsubsidized portion, Living Cully will pay the difference. Northeast Village PDX will waive the rest of the membership fee. Going forward, with the help of donations and grants (as from Grant Park Neighborhood Association), lower income prospective members will pay the unsubsidized

portion appropriate to their income level, and the village will pay for the subsidy, to reach the full membership fee.

Discussion followed on two topics relevant to membership subsidies.

1. Members talked about whether an outreach to obtain funding for membership subsidies and offering subsidies themselves is premature, i.e. whether we might not be able to accommodate the number of requests. At our last meeting, Neil suggested that we wait a year to offer subsidized memberships. Helen noted a finding from the 2016 National Survey of US Villages (UCBerkeley/Mather Life Ways Institute) which Margaret had shared. While more villages (72% up from 65%) offered discounted memberships, the percentage of economically disadvantaged members did not increase. All agreed that GovCo needs to decide on either a numerical or percentage cap for subsidized memberships. Policies and procedures relative to subsidies will be on the July GovCo agenda. Rather than postpone requests to build a subsidy fund, though, members felt we could go ahead, given proposed wording to link availability to resources. This recommendation comes later in the minutes.
2. Members also talked about whether this subsidy “ask” might be overkill, given the Development Committee’s plan to send out our own version of Villages NW’s Mother’s/Father’s Day appeal. On the upside, it was noted that the two requests might appeal to different audiences. Susan agreed to see if she could incorporate the two appeals for the June newsletter, knowing that an e-mail blast about the Mother’s/Father’s Day donation will go out later.

Jane proposed a wording change to the fee card insert that accompanies the brochure. Add an asterisk so the line reads **A Full Service Membership\*** and add this line at the end of the card: *Reduced fee memberships available for lower income households as resources allow.* The motion was carried. Jane will work with Ron to have this change made to the next printing of the fee card insert.

Development – Susan. The Mother’s/Father’s Day funding outreach was discussed above. In addition, Susan described the report submitted to the Irvington Neighborhood Association (later e-mailed to GovCo), in which she described the ways in which the grant was used. Development Committee decided not to pursue more funding from Irvington NA for the coming year.

Marketing – Jane: Jane shared an ad for our village and for Eastside Village which will run in the *Portland Tribune* on May 23<sup>rd</sup>. The ad opportunity was discussed at the April Marketing/Outreach Affinity Group, but only our two villages opted to take advantage of it. The \$725 cost will be split between Eastside and us.

Membership – Vonnice. As of May 10<sup>th</sup>, we have 77 memberships with 107 members. 39 are full service and 68 are associate members. Vonnice reported on the committee’s plan to establish a buddy system, to check in on members as needed, e.g. in a case of hospitalization. It was noted that a number of our volunteers have said they’d do friendly visits, so they might be used for this purpose.

Volunteers – Margaret and Helen. We currently have about 65 on our list. Helen is thinking about how to provide regular support for them and will have more to say on this at a later time.

Programs – Nancy. Nancy provided a summary: to date, 4 programs with the POLST/Advance Directive drawing the largest group (19); 48 people have attended social events (bike rides, walks, cooking group). The committee is thinking about whom the programs are reaching and look forward to using the survey info to inform them. They do want to provide things for people who aren't so mobile. They've also considering smaller events like house concerts and may reach out to local chamber groups on this. They want to strike a balance in program offerings between "fear" (programs on the downside of ageing) and "fun" (social, cultural, etc. events).

Communications – Anne. This group is piloting Google Calendar as an internal communications tool. They'll want to move ahead on using this more widely – or decide on another such tool – in consultation with Lewis.

Volunteer Advisory Committee – Margaret. We have a Volunteer Advisory Team, composed of volunteers who have experience in issues related to physical and mental health. Members are Susan Roberts, Marykay August, Janel Dukelow, and Helena (Lena) Lee. The purpose of the Team is to offer perspective on interaction or health issues that may arise within a Volunteer service-delivery system. Following the meeting, Margaret e-mailed the Team mission statement, function, and roles to GovCo members.

#### New Business

- Discussion of expanding the number ex-officio board members will occur at the June meeting
- Planning for the general membership meeting will be done at the June meeting; suggestion of reports from activity groups as part of the program
- Volunteers as well as members will be invited to the June 14<sup>th</sup> potluck; emphasis is on building community
- Discussion/decision on subsidized membership limits will occur at the July meeting
- Webinar with Atul Gawande has been rescheduled for Sept. 25; location for us TBD (Hollywood Senior Center space is too small)

Meeting adjourned at 5:00 p.m.

Submitted by Jane Braunger, Secretary