

Sterling-Moorman House Committee

Thursday, June 16, 2011

5:30 p.m.

Utility Building, 112 Anderson Rd.

Attending:

Patricia Chambers

Venus Bratsveen

Vance Youmans

Scott Wilbanks

Susan Beeman

Brian Jennings

1. Call to Order:

Patricia called the meeting to order at 5:30 a.m.

2. Approval of Minutes:

Approval of the minutes from the May 12, 2011 meeting were deferred until next month due to a computer crash.

3. Presentation: Non-Profit Organization Tips – Patricia Chambers

Patricia reported on a meeting she attended recently on 'The Top 10 Things You Can Do to Keep Your Non-Profit Afloat.' These included:

10. Have a Signature Event

- 1 or 2 each year – like Girl Scout Cookies
- Unique
- Speak about your organization at these events
- Make it Real – What benefits for the individual and for the organization?
- Ask for feedback every year
- Be consistent

9. Engage Your People

- Teamwork – members buy in to team
- Reward/recognition for teamwork
- Encourage teamwork
- Make teamwork a part of your value/vision statement

8. Manage Expenses

- Gather/analyze data... Are these expenses aiding our vision?
- Look to the needful

- Consider re-negotiating contract terms
- Postage/emails/social networking
- Programmable thermostats, light switches with motion sensor
- Use volunteers whenever possible: AARP, Career Path Services, Gonzaga, EWU
- Student help, work study

7. Increase & Diversify Revenues

- Grant writing
- Corporate sponsors
- Ask board to donate
- Direct mail campaigns
- Email campaigns
- Annual ask for operating expenses
- In-kind revenue
- Planned giving
- Leasing

6. Increase Marketing / Advertising / Fund Raising

- Brand recognition – make donors feel involved in the process – Let them know their contributions are making a DIFFERENCE!
- What is your purpose?
- What do you do?
- Who are you?
- YOU must contact

5. Social Media

- Facebook, Launchpad, YouTube, LinkedIn
- Ask for donations through social media
- Seek for collaboration

4. Collaboration with Others

- Saves expenses
- Social media design
- Businesses with similar goals
- Businesses that want to better the community
- Applications for grants
- Chamber of Commerce or find your contact
- Mergers
- Ask for what you need
- Find champions – who will let you use their name to gain entrance to other circles

3. Refuse to Participate in the Recession

- Be innovative
- Keep moving forward
- Contingency plans
- (Disney, GE and Microsoft were all started during recessions)

2. Think BIG – Take Action

- Be strategic – a strategic plan can help
- Strong planning – commit time and money to project goals
- Use real / realistic steps and have a usable plan
- Find different ways to fund your goals
- CONSIDER: external challenges as opportunities in the end! Also consider internal strengths (and limitations).
- Enter with an open mind; be willing to commit and to change

1. A STRONG BOARD

- Passionate
- Able to speak
- Have financial resources and networks
- Willing to represent
- Look for and fill gaps
- Diversity of perspectives and skills
- HR, financial planning
- GET Commitments
- Continuous recruiting: Board AND Committees

Discussion followed Patricia's presentation. It was agreed that signage on the house is critical to raise community awareness. Brian suggested that signage which is mounted on the house can probably be accomplished with some volunteer assistance and minimal cost. Initial funding can possibly be accomplished out of the Community Development Department budget.

4. New Business: Vision Statement Development

Patricia shared some thoughts on development of a vision statement for this group, and the need for expression of a shared vision which can serve as a guiding set of ideals or principles upon which we build.

Brian described three things we need and defined them as follows:

Vision Statement: 20 years from now, what is happening at the Sterling-Moorman House?

Mission Statement: Shorter-term: Why do we exist as a group? What do we do?

Values Statement: What are our core values?

Discussion followed on the need to stabilize and develop the committee. It was agreed that we will continue to recruit, and to invite attendance from people who share our interest in the house. Susan will share copies of our contact lists; please bring someone to the next meeting.

Brian described a postcard exercise which could be employed, asking people to send a postcard from 20 years in the future describing the activity or event they just participated in at the Sterling-Moorman House. What is it like in 2031?

It was decided to defer further discussion of the vision statement to the next meeting when more of the core group is expected to be presented.

5. New Business: Web Site Development

Patricia explained that Heather has been working on a web site, and she was unable to attend due to illness. This agenda item was deferred to a future meeting.

6. Calendar Items – Cheney Jubilee

Susan explained that the Cheney Jubilee will be held during Rodeo Weekend with activities centered around the Safeway Plaza. This will include a BBQ cookoff, car show, vendor area, activities for kids, etc. The Historic Preservation Commission will host walking tours of the downtown historic district and the EWU historic district, and will share their Jubilee booth with members of the Stelring-Moorman Committee. We are looking for volunteers to staff the booth on Saturday, July 9, from 9 a.m. to 7 p.m., and Sunday, July 10, from 9 a.m. to 5 p.m.

Venus offered to prepare a photo board with images from the house to use at the Jubilee booth; Susan will provide a CD of images of the house and volunteer work crews.

We will have a short meeting at 5:00 p.m. on Tuesday, June 28 to finalize our organization for the Jubilee booth. If you have a preferred time to work at the booth, please let Susan know!

7. Committee Structure

Discussion continued about possible standing committees that could be identified, and possible committee 'owners':

Info / Marketing / Communications:
Living History/Reenactments: Scott
Web Site: Heather
Organization:
Construction:
Membership/Recruiting:

Further discussion was deferred to the next regular meeting. Patricia expressed a desire to meet more frequently for the next couple of months to get some of the organizational details worked out.

Next Meeting: Thursday, July 14, 2011, 5:30 p.m. at the Utility Building, 112 Anderson Road.

Meeting adjourned at 7:03 p.m.

Submitted by:

Susan Beeman
Acting Secretary