

**MINUTES**

**STRATEGIC PLANNING COMMITTEE**

**April 23, 2018 at 3:30PM**

Tollefson Conference Room

Attendees: Phil, Chris, Marlene, Alan, Lynette and Jennifer

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| 3:30PM | Welcome & Convene – Phil Rockefeller  Opened at 3:38PM | |
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| 3:35PM | Approval of March 26, 2018 Meeting Minutes – Phil Rockefeller  Approved | |
| 3:40PM | CLA Meeting Follow-Up: Market Analysis & Intuition Tools – Lynette Ladenburg  Marketing Analysis – Lynette hasn’t yet signed it to get it started; hope to do so this week. Shouldn’t take them long; just pullig data (end of June).  Lynette wants to look at a comparative product; coming in Wednesday from Stewart – Director of Housing Kitsap   * Stewart is knowledgeable re housing development and has a software tool to test alternatives and assumptions for making development decisions * Offered to help us and show us his development tool * Told us just 1% involvement with an entity with Housing Kitsap to show official dedication to affordability   Ed – introduced us to Stewart   * he has a personal passion for affordable housing * he’s a member of Bethany Lutheran | |
| 3:50PM | BCF Grant Projects Update – Chris Vernon-Cole  85% ready to roll with promisary notes and contractors; waiting on deed of trust  Lining up contractors to get it going  Roof will start in end of June; add 40 years of life  Earthquake-proofing already in place as much as can be with the age of this base building. | |
| 4:00PM | Endowments & Giving Strategy – Phil Rockefeller  This committee has agreed that a systematic campaign for endowment would be a good thing for Martha & Mary, but we haven’t heard anything about it from Development Committee.  Lynette shared that We have materials, but the missing piece are the connections to wealthy folks.  Stephanie Cline, former Harrison Foundation, is an expertise connection from Alan – she offered to help us discuss this idea further.  Seems dependent on Board support and a specific strategic approach.  Lynette thinks focusing on Estate may be better focus  We do have a trust; Helen Clark for low income women’s needs – closest thing we have to an endowment  Phil believes we need to refine our messaging to attract endowment interest and the Board needs to be involved in getting that message out to the community.  We need to leverage the BCF as “WA state invested in us, you should you, too”  Alan pointed out that there is a good potential for connecting with the wealth in the community because of the good rep of Martha & Mary  We need to determine best next steps – is it worth it to invest in what we need to make those steps  Foundations are focused solely on fundraising  Understood donor relationship success is developed by: 1: What do you want it to got for, 2. How the donor make a difference; how they can do their part, 3. Why it makes sense; someone Phil heard it would be better to start with: Why we exist, then Why we do what we do, then Do we share common ground  LLL suggest we might lose the gala in lieu of donations | |
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| 4:10PM | ELP Discussion – Chris Vernon-Cole   * Existing use and property tax requirements * Alternative development concepts * Pursue joint venture opportunities * Divide property and sell un-used portion for cash infusion * Create a subsidiary to develop a property use outside of mission * Shelve ELP discussion until a better environment exists * Maintain existing use pattern to develop property * Construct a multi-use property with tenant rentals on top and childcare below; move CLC to new space, allowing sale of the CLC building with proceeds supporting ELP development costs. | |
| 4:40PM | Next Meeting: May 29, 2018 at 3:30PM in Tollefson - Phil Rockefeller | |
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| 4:45PM | Adjourn – Phil Rockefeller | |
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