

## **STRATEGIC PLANNING COMMITTEE**

Regular Meeting Minutes

April 23, 2018

**Present** Phil Rockefeller, Alan Crain, Marlene Le Mire, Lynette Ladenburg, Chris Vernon-Cole and Jennifer Bailey

**Call to Order** – Phil Rockefeller, *Chairperson*

Called to order at 3:38PM.

**Agenda Approval** - Phil Rockefeller

No agenda changes.

**Approval of Meeting Minutes** – Phil Rockefeller

MOTION – Approve the March 26, 2018 Strategic Planning Committee Regular Meeting Minutes.

The motion carried.

**CLA Meeting Follow-Up: Market Analysis & Intuition Tool** – Lynette Ladenburg, *CEO*

Lynette expects to sign the contract with Clifton Larson Allen (CLA) to conduct a market analysis for the Ebenezer Land Project (ELP) in the next week. Prior to purchasing CLA's Intuition Tool, however, Lynette would like to review a comparable tool developed by Stuart Grogan, Executive Director of Housing Kitsap. Stuart, who is very experienced and knowledgeable about housing development in Kitsap County, designed his software program to specifically test alternatives and assumptions when making land development decisions. Ed Kushner, a member of Bethany Lutheran (Member Congregation), introduced Stuart to Martha & Mary. Ed and Stuart met with Lynette, Phil Rockefeller, Helen Stoll and Chris Vernon-Cole last week and Stuart offered his assistance to Martha & Mary with the ELP.

**BCF Grant Projects Update** – Chris Vernon-Cole, *COSO*

Chris provided an overview of the status of all projects related to the BCF Grant funding. He relayed that 85% of all projects were planned and that promissory notes were in place and contractors selected. Currently Chris is waiting on the Deed of Trust to be established. Once that document is in place, he will begin the process of lining up contractors to start the actual work. Chris expects the major re-roofing project for the Health and Rehab Center will start in late June, commenting that a new roof should last 40 years. Phil inquired about any earthquake-proofing that may be included in the renovation. Chris explained that earthquake-proofing, as much as can be done on a base building of this age, was already completed in the past.

## **Endowments & Giving Strategy – Phil Rockefeller**

Phil reminded the committee that they had agreed that a systematic campaign for endowment would be a good thing for Martha & Mary, but that the committee has not heard anything about it. Lynette shared that materials are in place for implementing such a campaign, but that a significant missing piece to the plan is internal connections to individuals and families with the means to make large gift contributions to Martha & Mary.

Alan Crain stated that Stephanie Cline, formerly of the Harrison Foundation, has expertise in the field of giving in Kitsap County. In casual conversation with her, Alan indicated that Stephanie offered to engage with the Organization to discuss giving strategies.

The committee discussed trusts and foundations. Lynette explained that Martha & Mary has a single trust in place, dedicated to the needs of low-income women. She went on to clarify that foundations were quite an undertaking to implement. Operating as a separate company, complete with their own Boards, foundations are set up to focus solely on fundraising. Lynette suggested that focusing on estate planning and giving may be a better focus for Martha & Mary at this time.

Phil expressed a need for Martha & Mary to refine messaging to attract endowment interest, specifically leveraging the BCF Grant in messaging: “WA State invested in us; you should you, too.” Phil also indicated that the Board would need to be involved in getting that message out to the community to encourage giving. Alan added that there is a good potential for connecting with the wealth in the community because of Martha & Mary’s good reputation.

Phil suggested that the committee should determine the best next steps with regards to a giving campaign. He then shared with the committee some philosophy he had come across about successful donor relationships: *A successful donor relationship is developed by addressing the following donor questions: 1: What will they be specifically supporting? 2. How can they make a difference to the organization (or how can they “do their part?”) 3. Why does it make sense to provide the support?* Phil closed the discussion by commenting that he alternately has heard that a good beginning to a donor relationship starts with an organization explaining why they exist, why they do what they do and then determining if the organization and the donor share common ground - in other words, discussing the third question before moving to first and second.

## **Next Meeting**

Tuesday, May 29 at 3:30PM.

## **Adjournment**

Meeting adjourned at 4:45PM