

## **STRATEGIC PLANNING COMMITTEE**

Regular Meeting Minutes

May 29, 2018

**Present** Phil Rockefeller, Jennifer Bailey, Chris Vernon-Cole, Alan Crain, Susan Eagan, Tom Hawks, Lynette Ladenburg, Marlene Le Mire and Paula Rimmer

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

Called to order at 3:34PM.

**Agenda Approval** - Phil Rockefeller

No agenda changes.

**Approval of Meeting Minutes** – Phil Rockefeller

MOTION – Approve the April 23, 2018 Strategic Planning Committee Regular Meeting Minutes. The motion carried.

**Building Communities Fund (BCF) Grant Projects Update** – Chris Vernon-Cole, *COSO*

Chris updated the committee on the status of beginning work funded by the BCF grant. He reported that there was still some language to be finalized with HUD and the State before paperwork could be generated to trigger fund reimbursement for the renovation projects. Regardless, work at the Health and Rehab Center is already underway, including the grid system on the Marina Unit and repair and paint work on the dormers in preparation for the roof replacement.

**Giving Strategies** – Phil Rockefeller

Phil welcomed Paula Rimmer, *Director of Development*, to the meeting, explaining to committee members that Paula had been invited to offer her views and expertise on the topic of philanthropy. Paula gave an outstanding presentation highlighting trends for giving in the senior care industry. She noted that there was much opportunity to increase giving to Martha & Mary as long as there was organizational-wide support and participation.

The committee discussed the information presented, resulting in a request to Helen Stoll, *Board President*, to nominate an ad hoc board taskforce to work with Paula and the Development Committee to determine the impact and revenue potential of philanthropy on Martha & Mary as part of the Organization's strategic planning efforts. Tom Hawks, *Trustee* and Alan Crain, *Trustee*, both

indicated that they would be interested in serving on this taskforce. Chris requested that the taskforce provide some tangible next steps to the Strategic Planning Committee in August.

**East Land Project (ELP) – Chris Vernon-Cole**

Chris updated the committee on a recent meeting he and Lynette Ladenburg, *Chief Executive Officer*, had with Stuart Grogan. They had the opportunity to view and learn more about Stuart's development planning and modeling tool, which Chris reported was very impressive. Stuart offered the tool to Martha & Mary free of charge and the Organization plans to utilize it going forward. At this same meeting, Stuart shared a number of interesting and beneficial alternative funding mechanisms that the Organization might wish to explore with regards to the ELP. At Phil's suggestion, the committee asked that Stuart be invited to a future committee meeting to learn more about his suggestions and recommendations with regards to the ELP.

**Next Meeting**

Tuesday, July 23 at 3:30PM.

**Adjournment**

Meeting adjourned at 4:45PM