

## **STRATEGIC PLANNING COMMITTEE / PHILANTHROPY TASKFORCE**

Regular Meeting Minutes

October 22, 2018

**Present** Jennifer Bailey, Cary Bozeman, Chris Vernon-Cole, Alan Crain, Susan Eagan, Lynette Ladenburg, Jamie Mittet, Kathleen Monahan, Bob Nichols, Mary Polensky, Paula Rimmer and Helen Stoll

**Absent & Excused** Katherine De Bruyn, Marlene Le Mire and Kent Shane

**Call to Order** – Helen Stoll

Called to order at 3:34PM.

**Approval of Meeting Minutes** – Helen

MOTION – Approve the September 24, 2018 Strategic Planning Committee Regular Meeting Minutes. The motion carried.

**BCF Grant Projects** – Chris Vernon-Cole, *Chief Operations & Strategy Officer*

Chris reported to the committee that work on the Marina and Bay Units was underway and expected to be complete by November 15. The next projects to be undertaken will be the nursing corridors of the Marina and Garden Units.

**Poulsbo Place II** – Lynette Ladenburg, *Chief Executive Officer*

Lynette explained that the development company that owns the land between the Poulsbo Post Office and the Poulsbo Place neighborhood is holding a community information meeting on October 25.

Chris contacted the City of Poulsbo to find out what they knew about this meeting and they indicated they had no knowledge about what the company was planning to discuss with the public. Chris will attend the meeting and report back to the committee on what he finds out.

**New Focus for Strategic Planning Committee** – Helen

Helen asked the committee for feedback with regards to the September 22 Board Leadership Retreat. The overall response was overwhelmingly positive. Alan commented that the event cemented his belief that Martha & Mary is well situated to do exceptional things in the future with the only question being what those exceptional things will exactly be. Helen will follow up on this point at the upcoming Board Meeting to ensure all Trustees recognized this understanding. Alan suggested Helen

bring some data to compare Martha & Mary to other like-organizations to make that point more clearly.

**Next Steps for Philanthropy Taskforce and Other Long-term Giving Strategies** – Paula Rimmer, *Director of Development*

All committee members were sent an excerpt from the 2011 Feasibility Study for review for this meeting. The study was commissioned to test the potential for raising \$12M: \$9M for the transition of the Health and Rehab Center into an innovative care campus; and \$3M for a rehabilitation cottage on Bainbridge Island. The study found that Martha & Mary did not have the necessary donors and donor relationships to raise \$12M. The study recommended undertaking a campaign-readiness process that should enable Martha & Mary to raise \$3M for the facility on Bainbridge Island. No meaningful work was completed toward the campaign.

The findings, analysis, and recommendations from the study, however, are full of observations, next steps and best practices. The study provides timely and valuable suggestions and outlines a plan for strengthening the Development Department and undertaking a modest campaign. So the study is an excellent place to start in terms of fundraising infrastructure, strategy and practical next steps.

Lynette confidentially mentioned the potential need for additional space for memory care residents at the Health and Rehab Center. This potential project is ideal for a modest fundraising campaign and for implementing the feasibility study's campaign recommendations.

Other discussion topics at the meeting included the need for more awareness and messaging about the many services Martha & Mary provides. All present agreed that this is a vital component to building relationships throughout the community. Development and Marketing staff have been working to address these concerns via many platforms, as the need for this work is ongoing. A discussion about special events also took place. Other event models were suggested, including a donor breakfast like the Boys & Girls Club of King County holds. Events like that, which do not include auctions and procurement, are somewhat simpler to produce and present. Ultimately, Martha & Mary would like to minimize the amount of auction activity at our annual gala, so researching an event like this breakfast will be helpful. It may be that a breakfast event or something similar could be adapted for a new event for Martha & Mary, directed toward the general public.

**Next Meeting**

Monday, November 26, 2018 at 3:30PM – 4:45PM

**Adjournment**

Meeting adjourned at 4:52PM