

4/26/11

SLW Board Meeting/ Annual Meeting/ Board Training Meeting

In Attendance:

Sharon Van Gorder- Acting President

Susan Ordonez, Russ Owens, James Burke, Suzanne Huebner-Sannes- Board Members

Howard Schesser- City Advisor

Ruth Linoz- Executive Director.

Aaron Shumway- Advisor/ Past President

Mary Anne McMurren- Guest, potential board member

Julie Fischer- facilitator, board trainer

1. Introductions:

- a. The Board thanks the Community Foundation for providing lunch.

2. Discussion:

- a. The recent unexpected death of Board President Brian Ouellette has left SLW without his valued leadership. Vice President Sharon Van Gorder is acting president for this retreat meeting. Her term of service ends in the near future. The Board has three openings to bring membership to 9, per Bylaws. This needs to be considered before a slate of officers can be nominated and elected.
- b. Present today is an interested community member who will apply for Board Directorship. There is a second potential member that will make similar application. The Board will review those applications and vote at the next meeting.
- c. The Bylaws: Art III; Sec 1 call for an annual meeting in April to include election of Officers and Directors. The quorum present did not feel prepared to conduct a formal Annual Meeting with Election of Officer at this time.
- d. Those present agreed to table elections to the next Board of Directors Meeting for further discussion and decision. The planned Training Retreat will act, informally, as the monthly Board of Directors Meeting.

3. Board of Directors Training Retreat:

- a. The published Agenda was reviewed and approved.

4. Discussion: Goals review from last board retreat.

- a. New Freedom grant to establish service to Creswell is a 50/50 grant. With current financial issues it was discussed and determined that this is not feasible at this time. Funding/ Financial Stability/ and Fundraising Capacity: This is the biggest issue we face.
- b. No current fund raisers are planned.
- c. Route around town changes were discussed and the changes in hours of operations to reduce costs were noted. Continuing collection of fees and ridership will be presented at future Board Meetings.

5. Discussion: Car Show.

- a. Without Brian, the plans for a repeat car show are a concern. Fundraising from last year's car show was minimal (\$400), but the experience and marketing was valuable. There is a potential for \$5-10K this year. This is the only planned fundraising event at this time. It was determined that we would proceed with the car show, memorializing Brian and his community efforts and contributions. Russ Owens and the fundraising committee will contact Mrs. Ouellette for permissions.

6. Discussion: Financials

- a. Line of Credit remains a fiscal concern. June 30, 2011 the loan could be changed to a mortgage.
- b. We are currently at about break even considering only revenue and expenses, without loan fees, interest and related expenses. We are \$58K short at this time for the annual budget. An increase of \$50K by July- a MUST, not a GOAL, will bridge the organization through the end of the year. Without this funding we will be 2 months arrears for other vendors, increasing fines, interest expense, and diminishing our credit availability. Failure will result in a negative cash flow by October.
- c. LTD has been generously advancing money ahead of schedule in the past. Not likely they will be able to at this time.
- d. Potential sources of income include small and large donors. It was noted that we need to increase personal contact, ask letters, thank you cards, and meetings with significant donors. In this economy it is becoming increasingly difficult for small to large businesses to make charitable donations. Advertising on the buses continues to bring in about \$2K each year. Grants are being actively investigated and applied for. There are several other community non-profit groups that compete for the same dollars. There are also other raise and give organizations such as Rotary, Kiwanis, churches, and the Chamber of Commerce that are potential sources for funding.
- e. A major ASK campaign should begin in August with a letter requesting donations from past and potential donors. This letter should tell our story. Timing would correspond with the plans for our car show. This would be followed by personal contact where appropriate. Another Donor Appreciation Night to thank those donors will carry our fundraising into next season.
- f. There is a need to research and identify donors in the community, their passions and past donations.

7. Discussion: Marketing

- a. We missed the Cottage Grove Business Fair. Cost was not justified for the community attendance.
- b. No new published materials are available. Cost and time to create have prevented this avenue.
- c. Rebranding WHEELS hasn't happened.

- d. Public still doesn't know SLW is 'public' transit. Ruth has limited time to promote SLW- that is the function of the Board and we need to get out to the public more.
- e. Speaker events need to be investigated. James and Sharon volunteered to act as public speakers and recruiters at such events.

8. Discussion: Board Development.

- a. It was felt that the Board has good communications skills, relying on e-mail for many communications. Ruth has done an excellent job of informing the Board of developments and issues, as well as planning the agenda and meetings. Both Board planning retreats were well attending and productive.
- b. There is a need for 3 additional Board Directors, and there are two potential candidates to review.
- c. It was further decided that the Board is capable of making "big picture" decisions, including the potential for an exit strategy, in a worst case scenario. Time at each future Board meeting will be dedicated to such issues. Time management at Board meetings will be a priority.