**Board Planning & Strategy meeting via Zoom**

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| **Meeting Purpose:** | | |
| Invitees/Attendees | Title/Role |  |
| Paul Alexander | Board Member |  |
| Merrell Bergin | Treasurer |  |
| Laurel Biedermann | Administrative Coordinator |  |
| Jordan Brown | Board Member |  |
| Ed Cooper | Chair |  |
| Bonnie Davis | Board Member |  |
| Joseph Teipel | Executive Director |  |
| Wendy Hall | Secretary |  |
| Rick Hum | Vice Chair |  |
| Megan Leesley | Board Member |  |
| Casey Martin | Board Member |  |
| Dustin Nichols | 2nd Vice Chair |  |
| Rachele Vierthaler | Board Member |  |

**Meeting timeline and review documents distributed the Friday before the meeting.**

**> 10-pg updated Scenario document**

**> 3-pg 2021 Objectives & Priorities document to nudge deeper discussion.**

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| DiscuSSION  |  |  | | --- | --- | | Ref NBr | discussion | | 1 | **Scenarios**   * County leadership response to COVID has been “lite.” Belief that HRRMC should have come forth as a strong advocate for the vaccines. Law enforcement has called on its staff not to take the vaccines.   + Should CCCF be an influencer on this topic? Is that an appropriate place for our voice?   + People with money continue to spend money and agreement that tourism will explode upward, beginning at spring break. There will be high numbers of visitors to Chaffee and all around us. * Learning gaps for youth will begin to be more apparent, also gaps in youth activities for after-school, recreation, early childhood, and child care. * Events at the Capitol and more coming: should these be addressed by CCCF?   + Should the pronounced political divide of the County be called out in the Scenarios document? * City of Salida leadership may change with upcoming election; could have some impact on CCCF. | | 2 | **S.W.O.T. activity – What will be External opportunities and risks; what are Internal {same}**   * Considerations: With obvious differences between the North and South county, it is harder for CCCF to address “community needs” when they are acknowledged differently. The school districts do not work together. How do we weave the distinct communities together? * External   + Nestlé – a decision will have to be made in late summer. Should CCCF take a stance? The political divide is very apparent on this issue.   + Possible risk for CCCF is that anything stated/done can be viewed as a political statement.   + Opportunities   > More funding and resources to come from stimulus package(s)  > In-person gatherings may resume mid- to later in the year   * Internal   + Strengths:   > Ability to move money quickly.  > The Salida housing project will benefit the community and elevate our role.  > The structure is now in place for CCCF to partner and take a greater lead in needed community efforts.   * + Weakness is the data analytics used so far. Data can be narrowed to a more local look, more intelligible for Board members.   + Suggestion for Board members to better identify their personal strengths to be better utilized for the organization. | | 3 | **Priorities: What should the priorities be for CCCF in 2021, then 2022 and beyond**   * **Development & Fundraising**   + Grow more business partners to funnel their donation requests and donation dollars through CCCF. Focus our wording to be more programmatic rather than giving. “Give through CCCF.”   + Gain better understanding of who our donors are (persona types) and their motivation. Have to explicitly understand the priorities/desires of the full spectrum of possible donors so they will give.   + Build awareness, interweaving messages. Messaging example: “The demand for homes by second homeowners is also contributing to the lack of availability of affordable housing areas.”   + Continuing message should be “You love it here; you should give back.” * **Programmatic priorities**   + Launch ChaffeeCOMMONS   + Do an Annual Report to the Community about our work. Use of “buckets” to delineate where/how we report to the community.   + Youth services – CCCF can bridge the communication, bring together groups who should be talking to and working with each other.   + Decide what to present to businesses in the future.   + Determine how to keep donors with CCCF; re-engaging them beyond the ERF.   + Work on interweaving the different messages we send out to tie everything back to the work of CCCF.   + Establishment of both an Education and Housing Fund as “Areas of Interest Funds” for donors.   > Recommendation that any monies from Nestlé go into the Education Fund to keep it out of the political realm, assuming the decision is to accept a donation at all.   * + Begin building an Endowment Fund.   + Centralized food storage for Chaffee food coalitions, ability to accept larger food contributions.   + Be a leader in the Health of the Community:     - Can CCCF better support CCPH? Elevate the messages of public health.     - Child dental support and overall dental support.   **Internal**:  > Define and prepare formalized Board training; also define recognition for end of term with CCCF.  > Complete all the necessary policy manuals for the organization.  > Complete process flow for financial management.  > Put succession planning in place for all key positions.  **How to prioritize so many needed programs and activities?**  Anecdotal game: If CCCF got $100,000 that it had to spend quickly, what would be the priority? Joseph can send this out in a survey form.  Noted that more Board members are on other Boards, involved with other organizations. How do we not duplicate other efforts? Updating the Conflict-of-Interest forms will flesh out what Board members are involved in. | |

WLH 01-13-21; reviewed by \_\_\_\_\_\_\_\_\_\_