

Whittier Alliance Board Meeting Minutes
November 17th , 2016 6-8:30 PM
Whittier Rec. Center

Present: David Bagley, Erica Christ, Andy Cohen, Mary Gazca, Laura Jean, Christina Le, Marie Listopad, Erin Sjoquist, Michael Malone, Araceli Perez, Daphna Stromberg, Geri Jerez

Absent: Fadumo Abdinur Anab, Osman Abo, Sarah Estey, Ted Irgens, Jesse Oyervides, Christine Popowski, Kenya Weathers **Staff:** Ricardo McCurley, Joey Whitesman

Call to Order at 6:34PM by Erica Christ, Board Chair. Standard of conduct and conflict of interest were reviewed. **Motion** to approve the November agenda **Carried**.

Comments from the Chair

Erica Christ

No comments

Secretary's Report

Erin Sjoquist

Review of October 27th, 2016 Board Meeting **Minutes**. **Motion** to table October minutes **Carried**.

Notes given on how to improve Board Meeting Minutes: Minimal name attachment, substance over detail, and more summarizing. Additionally, clean up October minutes accordingly.

Board Meeting Attendance

Osman will be reinstated when he returns

Next month's board meeting:

December 15th tentatively- will be an official meeting since the budget was not approved.

Executive Committee

Erica Christ

Youth Grant NRP Task Force

- Ricardo discusses meeting with Task Force and lists several applicants for the grant: MIA, Children's Theatre, MCAD, Youth Farms.
- Application was edited and discussion had on efficient reporting requirements for grant receivers- Not overburdening the organization but ensuring due diligence from Whittier Alliance.
- **RFP was released**. A goal is to reach organizations we haven't traditionally funded. Last year \$36,000 granted still \$100,000 left- we have at least 3 more years.
- Applications are due December 17th. Willow, Erin, Tim Lovitt, Geri, Laura Jean on committee to review.
- Goal of creating Youth Task Force quarterly meetings (similar to Faith-based ones occurring)

Finance Committee

Andy Cohen

October, 2016 Financial Statements: The financial report was presented. The balance sheet was reviewed.

Motion: The Board accepts the Whittier Alliance October, 2016 financial report. **Motion Carried.**

October Financial Statements

Ricardo and Andy discuss finances.

- Ricardo reports on the draw requests. We have not finished them yet. Dan, who prepares them, is behind schedule. Our cash flow is good. There is a two week turnaround from the city for the draw request process. CPP and NRP and Micro Grants are the draws we are planning to do.
- Andy gives report. The balance sheet is pretty static. Cash balance down, receivables go up.
- October PNL off about a thousand dollars. We are waiting to get back some dollars but expense-wise we are normal.
- Ricardo- month to month budget will be more accurate because of change from six month outlook to monthly outlook. Things can go in the month where they happened. September we spent a lot on Open Streets. Sub contracts- are Camilla and Bike Cops.
- With monthly reports: everyone of our data points will be coded 3 ways instead of 2.
- Year to Date: big chunks of expense are from service category- Legal Fees and Marion Vacation. Question comes up: Will we be over budget for the year?
Answer: Yes, but dependent on fundraising

Brief discussion about using NRP for Payroll when we run out of CPP. Main points below

- How much in NRP 22203 fund? \$800,000
- Concern of self-sustainment with payroll being taken from NRP
- Ricardo- money for this situation is in the budget

2017 Budget Overview - Ricardo (A)

Ricardo proposes the 2017 budget and answers questions

- The budget is different from Marion's method because it includes "passthroughs" which show what the organization is doing
- Goals are laid out for fundraising outside of traditional methods as well as CPP and NRP.
- We are waiting for a grant on Oral History project- other potential sources include TPT, Preservation Alliance
- Fundraising is outlined for: Eat Street, the 40th anniversary of Whittier (which will replace the annual soiree), and City wide fundraising- conditional participation possible
- **Last year's budget was \$306,000 and the proposed 2017 budget would be \$311,000 (when you take away 70 odd thousand in passthroughs)**
- Comments/corrections- salaries are confidential so this is not public/ Total expenses are off (legal fees need to be reduced to \$6,000 and printing costs of of book for oral history project need to be revised)

Budget Continued: Programming Breakdown- Nuts and bolts of what we are doing

Ricardo reviews programmatic changes in the budget: Whittier's Farmer's market, Big Ideas Grant, and Database Services. Specific changes mentioned include:

- Increase in postcards and mailings- over \$9,000 to \$23,000 in printing
- Creation of Event Coordinator Position (part time or contractual)
- Big Ideas Grant proposed by Willow and Paul: Supports a project or program with \$4 thousand that strengthens or engages the Whittier Community. Community selects best idea. Some concern about new grant considering staff cost increases. But idea well-received. Comment of need for more connection to strategic plan.
- Database: The current database is somewhat functional but needs an overhaul.

The Whittier Farmer's Market has asked for support. This year they were supported by Calvary Church and are now requesting \$5000 from the WA to grow. Debate/ discussion on whether to support the program follows with the key points and questions being:

- What were their expenses? Do vendors want to come back? Several board members express belief that vendors will return and market will grow.
- There is connection to strategic plan for supporting: many businesses run by people of color. Loosely connects to Environmental Sustainability platforms.
- Desire to know the market's business model and if it is sustainable.
- Perhaps smaller amount \$500-\$1000. We would like some recognition and want to **offer support as it gets on its own feet.**
- Suggestion of engagement through free table at market (get new members).
- Further Questions for Calvary: Will it continue in same spot? Future plan/ fees for vendors? Can an organizer come in to clarify (even at CI)?
- Funding not needed until next year

The General budget approval process is discussed. It is asked if the board can stay undecided on certain programs and funding amounts until more information is provided. Ricardo states he is not wedded to anything and simply wanted to put everything in a budget format. There is confusion on inclusion of passthrough items and shadings to be made more clear. The budget lays out targets. We should brainstorm method to put a placeholder in the budget for something we may or may not do in the future.

Fall Fundraiser - Letter Writing

Skipped due to time constraints.

Acting Committee & Task Force Reports & Motions

Community Issues

Mike Malone

Reshaping the CI

Mike reported on the process and results of November's CI meeting which focused on reshaping engagement and during which a planned facilitation to improve both outreach and engagement was held. Whittier resident and consultant Jen Kader worked with Mike and Whittier staff before the meeting. The conversation centered on how the CI, comp plan, and strategic plan all rely on engagement to succeed. Short term goals for instituting of better engagement were discussed. More solutions and strategies to come at taskforce meeting **December 16th.**

Feedback from 11/14 CI meeting:

- Great turn out, many new faces. Questions were asked. One shared response question: If you had unlimited resources what would you do? Mike and Joey recorded the positives, negatives, and ideas generated from different groups.
- Questions for Board from Mike(to be discussed later): Did anything stand out, seem feasible, or need to be pursued more intentionally?
- Next steps: idea generation and inviting feedback. Constraints: reaching more people. Process improvements, questions that should be answered, etc.

Board members give differing reactions to Monday's CI meeting. Main points expressed included:

- Good to have people voice opinions in that type of facilitation structure, maybe twice a year,
- Differing Philosophical approaches to engagement exist: we're transitioning from organization that is proactive to one that has things coming at it. Alternatively- Don't pursue engagement for the sake of engagement but rather engage around existing issue
- Perhaps stronger CI meetings if we picked up parts of strategic plan and moved forward.
- People were not made aware of what the Alliance has done for the community.
- Suggestion of Strategic Plan Stakeholders being a venue for people to work on engagement issues rather than in CI.
- The Strategic Plan not updated since 2012, several points not addressed or data on action not available, part of why reshaping CI meeting was important.
- Switching up the meeting was positive
- Feelings that meeting was about generating ideas (not how and who and with what money?)
- Debate over Ownership→ Leadership-->Ownership of programs and projects in neighborhood and communication problems i.e. Reopening of Nicollet example- people got excited but then Nicollet hasn't opened.
- Connecting with people, for its own sake, is important and also energizes the neighborhood. This passes information from older to younger generation of neighborhood leaders (**but shouldn't disregard past experiences/ achievements**).

Business Association

Andy Cohen

Andy- Meeting was well-attended, Hiring discussions had, and business supporting felons, Allsquare, presented to association.

Crime and Safety - Kenya absent

ESTF - Mary- Nothing to report until after Thanksgiving.

Staff Reports:

Reports from Paul and Ricardo are in the board packet.

Old & New Business:

Whittier Calendar

We are taking a year off from the Calendar and reducing send out of the Eat Street Dining Guide. Ricardo gives a rough estimate of \$3000 for trifold of the Dining Guide being sent to the neighborhood. Christina presents idea for kids and adults competition calendar competition. Nothing will be sent out at the end of the year to replace calendar.

Frenz/ Apartment Shop Update

There was a presentation at the CI meeting. It will be a long process before major consequences from notice of revocation occur.

Housing Complaint:

We did not get engagement grant. Potential routes for addressing issue being explored

Oral History

We are talking to TPT, there are 10 interviews planned for project, and possibly a documentary. There are many possibilities being explored for the project (including making maps). Let’s put together a group of partners to leverage money for the project. Next Oral History Meeting **December 9th** and the **Next Board Meeting December 15th (tentatively)**

Adjourn 8:32PM

Minutes submitted by Joey Whitesman.

Meeting Minutes Approved on _____

Erica Christ, Board Chair

Erin Sjoquist, Board Secretary