



Planning Retreat Notes

December 13, 2019

PRESENT

John Scott – President
Rick Ballantyne – Vice President
SR Jones – Treasurer
Bill Croker – Secretary
Terry Lowell
Andy Owens
Dan Halloran
Andy Kramer
Lorraine Larson – Executive Director
Jim Phelps – Fund Development Manager
Janet Cohen – Facilitator

MAJOR ISSUES DISCUSSED

TRUCKEE EXPANSION

Lorraine reported that the Town of Truckee, Truckee Rotary and the Martis Fund amongst others had expressed interest in the past.

The Board agreed that for Truckee Expansion to work they would need to know:

- a) Whether there is real interest in Truckee and who would be the main players.
- b) Whether there is an identifiable “champion” in Truckee to spearhead the effort
- c) If yes, to the above, then what form any expansion would take.

Agreed

Who: Gordon, Jim, Terry and Lorraine agreed to investigate the issue with contacts in Truckee.

Timeline: A plan (listing contacts be made etc.) will be in place by the end of February 2020.

CONSTRUCTION CAPACITY

The Board discussed sustainability and efficiency issues including:

- a) Team sustainability
- b) Different construction models
- c) Pre-Building issues
- d) Cost reductions
- e) Different funding mechanisms

Agreed

Who: Andy, Ian, Lorraine, Dan to form an ad hoc committee to look at potential improvements.

Timeline: A plan outlining ways of moving forward will be in place by the end of January.

HOME REPAIR PROGRAM

The Board discussed a number of different models for how these programs work including:

- a) Having a separate home repair team.
- b) Hiring individual contractors to carry out repairs.
- c) Recruiting new volunteers and using this as a pipeline feeding into the construction team.
- d) Limiting the repairs e.g. only roofs, no repairs where permitting is involved.

Agreed

The Board discussed the potential benefits of adding a Home Repair Program and what it could look like. It was agreed that the Board should look into how a Home Repair Program could work – what are the possibilities and obstacles.

Who: John will send the Habitat Home Repair Program manual to Bill. After reading the manual, Bill will approach his contact (Ed) with John's help to see if he'd be interested in spearheading this investigation.

Timeline: Bill will report any progress to the Board by the end of February.

RESTORE

The Board discussed changes in the Restore since the last planning meeting. New management is going well and the store is profitable. Current needs are to replace Bill as the Restore Committee Chair and to find a new Board member with retail experience.

Agreed

Timeline: Find Bill's replacement by end of 2020. Committee to present Restore Action Plan by **TBD**

BOARD FUNDRAISING

The Board discussed current agreement and obstacles to fundraising and came up with various ideas to fulfill their obligations around fundraising including the Capital Campaign and Planned Giving. Key to Board fundraising is the development of individual annual fundraising plans for each Board member.

The following elements were suggested for the plans:

- a) Checklist of all committed activities with goals and timeline
- b) Stretch goal

Agreed

Who:

- Jim and Rick to design a template and work with each Board member to design an individual fundraising plan tailored to their skills and abilities.
- Rick to join Fund Development Committee.
- Rick to follow up regularly with Board members to check on progress towards goals and what help they might need to accomplish them.
- Jim to send out FAQs to all Board members.
- Fund Development Committee to work with Jim and Rick to decide on metrics for measuring and monitoring individual successes.

Timeline: Template designed in January 2020. Board members' plans in place by April, 1 2020.

Monitoring system and timetable **TBD.**

CAPITAL CAMPAIGN

Lorraine reported that the Capital Campaign will run from March 2020 for 18 months (as long as permitting is approved). Goal is to raise \$250,000 for Heritage Oaks 2 infrastructure. Jim has been working with the Fund Development Committee on the campaign plan and foundational materials. More information will be coming from the committee.

Agreed

At this point, Jim needs feedback on the campaign Case Statement.

Who: All Board members to review the Case Statement and send comments to Jim

Timeline: Feedback needed by TBD

PLANNED GIVING

Discussion took place about the benefits of instituting a robust Planned Giving program. Various ideas were discussed including working with the Gold Country Estate Planners group, attorneys, CPAs etc.

Agreed

Who: Andy O, Andy W, John and Jim will work on a simple marketing campaign plus materials for a Planned Giving program.

Timeline: **TBD**

Immediate Action Items

TASK NAME	Who	End Date	2020			
			Jan	Feb	Mar	Apr
Truckee Expansion Initial Investigation Plan	<u>Ad-Hoc</u> Gordon, Terry Jim, Lorraine	2/28				
Construction Capacity Plan	<u>Ad Hoc:</u> Andy, Ian, Lorraine, Dan	1/31				
Home Repair Program Initial Investigation	<u>Ad Hoc:</u> John, Bill	2/28				
Restore Business Plan	Restore Committee					
Board Fundraising Individual Plans	FD Committee: Jim, Rick	4/1				
Board fundraising monitoring system	Fund Development Committee					
Capital Campaign Case Statement Capital Campaign website landing page	FD Comm: Jim, Andy W.	Feb 2020				
Capital Campaign General Planning	JFund Development Committee	ongoing				
Planned Giving	FD Comm: Andy O, Andy W, Jim	ongoing				