

Board Meeting Minutes

Greenville Forward Office

September 12th, 2008

Present: *Jim Burns, Curtis Harkness, David Johnstone, Josh Lane, Mellone Long, Sally Sarratt, Liz Seman, Michelle Shain, Gene Smith, David Johnstone*

Absent: *Baxter Wynn, Allen Hamada, Mark Cothran, Chandra Dillard, Ben Haskew, Deb Richardson-Moore, Kent Satterfield, Cristina Schliefer, Marcus Williams*

Staff: *Russell Stall, Brock Koonce, Kate Hofler*

Present: *53% Attendance*

Welcome & Current Business

ACTION: Minutes approved unanimously

Financial Statements

- Contributions continue to be slow especially among corporate and government givers
- From Sept-Dec.—pretty big number to come in throughout the next three months
- Will probably end up 30 or 40 under for the year
- Not that concerned
- Cut spending
- Moved some money—have one CD and shopping for another now
- Bottom line total expenses were \$83K below budget so ahead by \$42K
- Need some advice on project restricted research
 - \$30K ahead of budget but need a way to account for time spent on the project
- Net income: \$12,600
- Projected: -\$29K
- Hope to break even for party—not currently budgeted
 - Could be put into special events (have \$5K available)

Fundraising

- On hold
 - Sending a letter to past givers reminding them of the ending year
 - Big push will be first quarter of the next fiscal year
 - Not going to be able to close campaign in December
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- Tomorrow Night Function
 - November 6
 - Celebration of people and organizations leading Greenville to a successful future
 - Showing of invitation (9x12 that will unfold)

- Ⓔ “The best way to predict the future is to invent it.” Alan Kay
 - Ⓔ Map of Greenville; map of where the event is
 - Ⓔ List of all the parts of Vision 2025 written in light print
- Ⓔ Lavette Lane is directing the party
 - Ⓔ Waiting on a call back from Saffron’s
 - Ⓔ Waiting for estimate from Table 301
 - Ⓔ \$50 tickets
- Ⓔ Party will take place at the History Museum
 - Ⓔ Trying to find a way to make this interesting
 - Ⓔ Creating exhibits for Vision 2025

Advisory Council Discussion

- Ⓔ Tool to reconnect corporate leadership in the community
- Ⓔ Corporate community is not in the loop of awareness
- Ⓔ Advisory council will help to reengage them in this process
- Ⓔ Joe Pazdan is willing to host meeting of architects and planners to get people’s money going
 - Ⓔ Budgets are tough currently, however
- Ⓔ Council would meet 2-3 times a year
- Ⓔ Greenville Forward could call on them for advice and they will help to open doors
- Ⓔ Need to reach out to other Chambers in the outlying cities as well
- Ⓔ Liz: are we reaching out to the traditionalists enough?
- Ⓔ Some local businesses see us as a recruiting tool
 - Ⓔ Return to some old school techniques
 - Ⓔ Need a traditional annual report
 - Ⓔ People want to hear hard results
- Ⓔ Could we do an annual report now?
 - Ⓔ Events like “Tomorrow Night” should be released
- Ⓔ Need to know what it will take to get on the radar of those with the funds
- Ⓔ We have excluded the group of traditionalists so we are excluded from the money flow
- Ⓔ We have more infrastructure things that are reaching out (Momentum, etc.)
 - Ⓔ We are trying to build your successors
 - Ⓔ What would have gotten you there when you were the age of the up-and-comers
 - Ⓔ What makes people do what they have done and give what they have given away?
- Ⓔ Sounds like focus groups more than it does an advisory council (Sally)
 - Ⓔ Not necessarily asking them to tell us how to make us successful
 - Ⓔ We are asking them for feedback
- Ⓔ Some people feel that they have not heard from us in 3 years
- Ⓔ Why did we decide not to do this a year ago?
 - Ⓔ Fundraising took precedence and we were still new
 - Ⓔ We did not want to default to that being the board as well
 - Ⓔ 2025 initiative has lasted—but why isn’t the Chamber pushing it?
- Ⓔ Get some of original visionaries back together to show them we are still thriving
- Ⓔ Advisory Council will be completely independent from the Board
- Ⓔ Funding from foundations will someday stop
 - Ⓔ Look at membership programs to try to bolster funds
- Ⓔ Advisory Council to span further than just fundraising

- ⊗ Non-diverse group of people on the list of suggestions but they are the right kind of people for this thing
- ⊗ Never hurts to go back to the original voice
- ⊗ How will we frame the council to reflect the community leadership?
- ⊗ Would be good to ask the people on the list if they still believe in the visions they helped to create (a reaffirming of vows)
 - ⊗ Bless that we are going in the right direction
- ⊗ 6 or 7 different objectives but we haven't really articulated them clearly
 - ⊗ Then establish "who" and "how"
- ⊗ Clearly state the goals and plans for the council
- ⊗ Russell to frame what he hopes would come out of an advisory council and email it to everyone
- ⊗ We need to be focused on what we want out of the council
- ⊗ Bit of a disconnect between the generations
- ⊗ 3 years ago, Russell was afraid to go to this group because we were still kind of in the "hobby" mode
- ⊗ Task Force Reports show very clearly what we are doing and will be useful for explaining why we are worthy
- ⊗ Right to engage these people in conversation but get clear about what information we want to tell them
- ⊗ ACTION: Framing what the committee will look like
 - ⊗ Need the blessing of the chair and help of a few other members of the committee
 - ⊗ Jim Burns, Sally
- ⊗ A year ago, we might have had an apologetic tone but now we are proud of the work we have done and we have a great message to sell

Health Reassessment

- ⊗ Formal presentation to the community on October 23rd at 10:00 a.m.
- ⊗ Preliminary presentation to South Carolina Business Coalition on Health
- ⊗ Report is 300 pages long but presentation is 50
- ⊗ One-page executive summary and 8-page report
- ⊗ Recommendations will be developed with both hospitals
- ⊗ Taking on a bigger role with void left by United Way—like old Community Health Alliance

Momentum

- ⊗ Kicked off August 28 at the Innovate Building downtown with John Hansen
- ⊗ Too many people at the first event (a good thing) but we do need to keep the numbers down
- ⊗ Liza was helpful in generating a positive "buzz" about the event
- ⊗ Already sent out thank you notes to attendees
- ⊗ Will generate new ideas and possibly new programs
- ⊗ Next event is Sept. 25 and centers on the Latino/Hispanic population in Greenville
 - ⊗ Touchy subject so staying away from immigration issue as it may be a powder keg if handled improperly
 - ⊗ Adela Mendoza is moderating, emerging leader in the Greenville community
 - ⊗ 1200% projected growth by 2012 of the Hispanic population
 - ⊗ How will this affect Greenville's future landscape?

- ⊗ 25 people currently signed up
 - ⊗ Sending letters to elected officials to attend
 - ⊗ Two events from now will focus on Entertainment in Greenville
 - ⊗ What entertainment is already available to us?
 - ⊗ Arts in Education
 - ⊗ Focus on the MAC program
 - ⊗ Tanglewood Grove project
 - ⊗ Liza is working with Brock to develop topics for 2009
 - ⊗ Lots of positive feedback
 - ⊗ Challenges with Momentum
 - ⊗ Getting all like-minded people in the same room—we want more diversity of attendees
 - ⊗ Reaches a fairly limited amount of people
 - ⊗ Great way to establish a “corner forum”
 - ⊗ Send Brock ideas for unique topics
 - ⊗ Perhaps the location of Momentum could be changed so as to attract a different crowd of people

Program Report

- ⊗ Momentum
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- Ⓞ Roughly 65 givers
- Ⓞ Other Business
 - Ⓞ Examining possibility of nonprofit cluster
 - Ⓞ Economic development county leaders were not supportive initially of this notion but are now beginning to get behind it
 - Ⓞ They did not understand the benefits at first
 - Ⓞ Hayne Hipp put this in motion
 - Ⓞ Need a quality of life first that nonprofits provide
 - Ⓞ Status of Little League (Gene)
 - Ⓞ Visited headquarters recently
 - Ⓞ No set decision yet but
 - Ⓞ Greenville is in the top three
 - Ⓞ Decision will be made Nov. 14 at the latest
 - Ⓞ Imaginegreenville.com survey (Mellone)
 - Ⓞ Leadership Greenville sponsoring issues series
 - Ⓞ "How to make your community great"

**Next Board Meeting
November 12, 2008
Greenville Forward Office**