

Board Meeting Minutes

Greenville Forward Office

November 12th, 2008

Present: Jim Burns, Mark Cothran, Curtis Harkness, Ben Haskew, Mellone Long, Josh Lane, Deb Richardson-Moore, Sally Sarratt, Liz Seman, Gene Smith, Karolle Garrison (Furman), Thomas Dawkins (Furman)

Absent: Chandra Dillard, Allen Hamada, David Johnstone, Kent Satterfield, Cristina Schleifer, Michelle Shain, Marcus Williams, Baxter Wynn

Staff: Russell Stall, Brock Koonce

Quorum Present: 60% attendance

Welcome

- Russell and Brock forgot to mention that Liza Jones, Director of Public Presence for Greenville Forward, had her baby on Monday. Carson Jones was born at 10:15AM and weighed in at 7lbs, 9oz. We congratulate Liza and her family on their new addition.
- Furman on Board program introduced two new students, Karolle Garrison and Thomas Dawkins. Furman on Board is part of Furman's Leadership Programs led by Kim Keefer.
- Also, Greenville Forward would like to apologize for an error in our minutes from last month. It incorrectly reflected Sally Sarratt's name as "Susan." Her name is definitely Sally and we apologize for the error.

Current Business

- The Board reviewed the minutes from October. Jim Burns asked for approval.
Action:
Liz Seman moved to approve.
Sally Sarratt 2nd.
Minutes were unanimously approved by Board.
- Russell presented financials to Board. Currently there is \$100,000 of receivables through the end of the year. These are booked pledges so Russell is certain they will come in. We will still be below budget because we are putting the fundraising campaign on hold. We are seeing the results of the economic downturn. GF is down \$80,000 in budgeted giving. Russell is not nervous because we saved \$90,000. There is money in the bank to last at least another year if nothing else comes in. We will hopefully crank up fundraising again in the spring. Russell will be asking for end-of-the-year gifts and hopes to send out a letter next week. GF is also working on an annual report that will be a good way to engage people and hopefully gain more pledges.
- "Tomorrow Night" was an enormous success. The point of the event was not to fundraise, but to celebrate the work that so many community citizens have done to advance Greenville. The purpose was accomplished. Based on RSVP's vs. checked in guests, Greenville Forward estimates over 120 people were in attendance. The band was a hit, and feedback has been extremely positive. Based on number, Russell feels that Greenville Forward will have spent around \$1,000 for the party, which was much better than projected. Greenville Forward collected many materials from various agencies that we displayed at the party. We are now working to create a library for all of these agencies. We are still figuring out how to house them and will continue to build on these resources. The "Heroes Next Door" awards were also a success. 28 nominees were selected and 4 people received the award. The award winners were:

**Tom Tiller
Iris Minette
Adela Mendoza
Bobby Caples**

Greenville Forward congratulates each recipient of the inaugural "Heroes Next Door" award and looks forward to continuing the tradition. We are planning to do a press release to honor these winners.

Thank you, also, to each Board member that was in attendance.

- October was a very successful month for Greenville Forward as far as awareness goes. Along with "*Tomorrow Night*," Greenville Forward also released the Health Reassessment and had another Momentum Series focused on Entertainment in Greenville. The media exposure from both events was wide-ranging and put Greenville Forward at the forefront of many issues in the community.

Fundraising

- Russell stated that the campaign is currently on hold, but will hopefully "crank back up" in the spring.
- Josh Lane asked about a contingency plan if we do not reach the campaign goal. Russell stated that is something they are going to look into.

Program Report

- Brock recapped the October Momentum Series on Entertainment in Greenville. The October series was attended by 30+ people and was at capacity. The discussion ranged from how Greenville can create a more entertainment-centered night life to diversifying the entertainment options in the community. Momentum continues to be a valuable part of Greenville Forward's programming efforts. Please let Brock know any ideas for more Momentum programs.
The December Momentum Series is on Arts in Education and will be led by Elizabeth Rouprich from SmartArts. It will be on December 4 from 12-1. Please let Brock know if you would like to attend.
- Brock briefly reviewed the Program Report. One of the big topics/successes was the John Villani visit to Greenville during the first weekend of November. Villani is the author of "100 Best Small Art Towns in America." As stated in Vision 2025, Greenville aspires to be internationally recognized as a center for the arts. Placement in this book would certainly put Greenville on the path to accomplishing that Vision. MAC is trying to convince Villani that we should be in the top ten.
- Brock met, briefly, with some young leaders in Greenville to begin developing a framework for a young creatives summit in Greenville. Brock has reached out to different young professional groups across the state to gauge interest and feedback has been very positive. Brock will be attending the Columbia Talent Forum on the 21st and will continue that discussion.
- The Environment Task Force is currently pulling data to include in the Environment Score Card for Greenville County. This score card will, hopefully, be released by January 2009.
As always, if you have any questions, please do not hesitate to call or email Brock.

Executive Director Report

- Brock has been doing visionary interviews as part of a library we are creating about what people are saying about Vision 2025 and Greenville. He has done approximately 15 so far and will continue to do more. Russell has put together a 30 minute video currently that is too long but very interesting. If you want a copy, Russell will get one to you.
- Health Assessment: We have gotten a great deal of press from the release of this study. We will continue to get more press. There was a great turnout at the formal release. The assessment is available online. This is a great example of what a report card should look like for other task forces.

Board Nominations

- Jim Burns stated that Greenville Forward currently has four members rolling off of the Board of Directors (Michelle, Cristina, Baxter and Marcus). Jim asked that if anyone has any nominations for potential Board members to please email or call him or Russell.

- Board nominating committee is the executive committee, with Russell serving as Ex Officio. Russell would like to open up the option for people to participate on this committee. Send Jim Burns ideas of people to nominate to the board.
- Nominations should be in place by the first meeting in January.

Board Advisory Council

- We are exploring the possibility of creating a Board Advisory Council driven by the business community to be the strategic planning arm of the board. They will meet twice a year. More information to come in December. The plan is to reengage some of the original people involved with the Vision. We just need to put the framework together and determine what we want out of the group.

Board Retreat

- Jim stated that the Greenville Forward Board of Directors will have a retreat in December to establish goals & objectives for 2009. This will be a strategy session. These goals and objectives will be for board, staff, programs, etc. Objectives will be for the board and staff. What will be the most important things to accomplish in the next year?

Friday, December 5th, 2008

11AM – 3PM

Location: TBD

Other

- Gene Smith
Little League—should know Friday if they are planning to move to Greenville for their new southeast location. The campaign is a great example of the collaboration of many people between city and county to make it work despite some conflict. Little League would want exclusivity for the stadium.
Colonial Oil Pipeline Spill- \$5 million has grown to \$5.4 million for clean-up efforts; half will go to Greenville County, half to Laurens County; Greenville is going to buy Cedar Shoals with their share of the funds. Cedar Shoals is in southern Greenville County on the Reedy River and is very scenic. They are also creating another access point to the Reedy River.
Future Use of Land –
They are collaborating with Greenville Tech and Northwest Campus to build a park there. It will be somewhat of a town center with different agencies participating.
Parks & Green Spaces Task Force- They are looking to figure out a way to fund and protect unique resources like Cedar Shoals. If we do not get land and set it aside now for more parks, we are going to be in trouble at the rate of development. They have identified possible areas to target. Tom O'Rourke visited from Charleston to talk about the Land Bank he created to protect resources.
- Liz Seman
Meals on Wheels nationally just released a study on senior hunger and what it looks like. The President is coming to speak about the results of the study in March in conjunction with the Lieutenant Governor's Office.
- Mellone Long
One County. One Future. → gave a big map of the county and each logo represented housing or commercial units; showed how much would be there by 2030; people placed logos where they would place the housing; they ended up with 16 different maps—how do you bring those ideas together? They are still trying to get community input—fill out their online survey!
- Curtis Harkness
They have been doing and Unsung Heroes program at Greenville Tech for 12 years. They are trying to encourage organizations and businesses in the community to help develop Greenville. Please nominate any companies making a difference in the community and they will be considered. The award will be given around MLK weekend. "Brothers, where are we" program coming to Greenville to encourage African American leadership. Upstate Diversity Conference coming up next summer or fall.
- Ben Haskew
Chamber Annual Meeting January 29th. Speaker will be Betsy Fisher, executive producer of "Meet the Press." They wanted to have a Washington journalistic perspective of what is ahead. The Chamber has a new brand and is proud of what is behind it, a vision to build a premier business community through collaborations, enhancing quality of life, building community prosperity and being an advocate for business. There have been many changes in the legislature so the Chamber's lobbyists have visited with nearly 80 legislators with our agenda in hand. We have good delegations but much of the power resides in other parts of the state. They are hoping to build a stronger contingency of upstate Chambers that have an influence on state legislations. They

are also thinking about creating and upstate caucus in the legislature. Ben is working with the chair-elect to examine key things for the coming year. Employee Free Choice Act—there is a low unionization rate in our work force; this bill changes how the smallest of businesses can become unionized with no opportunity for the employer to make their case about why it is important to not create unions. The Chamber wants to educate businesses that are not aware of the act. The Chamber has a legislative executive summary that Ben will send to Russell to disperse to the board and on the website.

- Contact Mark Cothran if you want tickets to the inauguration.

Jim adjourned the meeting.

**Next Meeting will be the Retreat
December 5th, 2008
11AM – 3PM
Location: TBD**