



**Loring Greenway Association  
Board of Directors  
November 10, 2011  
One Ten Grant, Community Room  
4:30**

**DRAFT**

Board Members Absent: Kay Constantine; Bess Gold

Board Members Present: Fred Aden, Kristin Berns, Pat Davies, Ray Harris, Merry Keefe, Paula Vesely, Doug Wallace, Sally Westby

**Board Business**

The meeting was called to order by president Merry Keefe. The agenda was approved. The minutes of October 13, 2011 were approved; the September Treasurer's Report must be added.

Paula Vesely presented the Treasurer's Report for the month of October and the 2011 Financial Statement through October. Both documents were approved.

**Annual Report**

Doug Wallace reminded committee chairs and other contributors to the 2011 annual report to submit materials and photos to him by the end of November.

Board members are to submit their volunteer hours for "administrative" work and for "gardening" work to Fred Aden by the end of December.

Merry Keefe will review other volunteer documents and provide those hours for the annual report.

Former board member Jan Sandberg has volunteered to assist in the preparation and format of the report.

**Finance Committee**

Doug Wallace presented a Revenue Budget and an Expense Budget for 2012. He also presented the Monthly Financial Statement format (already in use for the Treasurer's Report). Discussion of the proposed budget for 2012 was postponed given the ensuing considerations.

Doug Wallace and Ray Harris shared their similar perspective that the current way of operating (total reliance on volunteered efforts and financial contributions) is not sustainable.

Kristin Berns will contact the Minnesota Association of Nonprofits to explore models of organizational framework, including those that include some kind of paid staff.

Board members offered some potential changes for consideration, such as increasing the size of the board and thereby reducing the burden of work on individual members. Board members were asked to explore with their homeowner associations the addition of one additional representative to the Loring Greenway Association board.

The discussion resulted in three themes: (1) while the Association has been very successful to the point, (2) we are at a critical juncture, and (3) it is time to grow into something different.

Merry Keefe will provide the existing job descriptions for the board as a basis for continuing this discussion on Tuesday, November 15, at 4:00. Members were asked to determine the kinds of tasks that could be handed to paid staff.

#### Gardening Committee Report

Merry Keefe noted that “winter interest” has been added to the saucer planters. About 12 volunteers accomplished this.

Merry also presented the draft of Sponsorship Guidelines for the Greenway:

1. LGA promotes and encourages donations targeted to specific projects.
2. Donors have the option of having their sponsorship be anonymous or recognized in print and/or permanent markers.
3. Sponsored items will be identified and approved by the LGA Board. Donors are encouraged to suggest additional sponsorship ideas.
4. Projects may include individual items such as a tree or a bench, or could include larger projects such as signage and special lighting.

#### Continuation of the Board Meeting

November 15, 2011

110 Grant Street

4:00 P.M.

Present: Fred Aden, Pat Davies, Ray Harris, Merry Keefe, Doug Wallace, Sally Westby

Absent: Kristin Berns, Kay Constantine, Bess Gold, Paula Vesely

Merry Keefe called the meeting to order at 4:00. The focus was on “where we want to go”, reviewing current responsibilities and needs, and on setting a date for a day-long retreat/planning session in December. Merry will contact those not present to settle on a preferred date. Doug Wallace will facilitate session.

The retreat is aimed at pursuing a larger vision for the Greenway, with an aim of presenting that vision during the Board’s Annual Meeting in February.

The Association's strengths were repeated: successes in the areas of gardening and events on the Greenway. Weaknesses: financial sustainability, marketing and promotion.

The retreat will incorporate the Physical (sidewalks, plantings, benches, lighting signage, etc.), Programmatic (events and future ideas such as working with the Walker and MacPhail), and Management (budget, staffing, board composition, etc.) aspects of the Greenway.

Ray Harris shared his knowledge of the Downtown Council's 2025 Plan, which describes development of the downtown landscape (broadly defined geographically). The Plan does incorporate the Greenway. The Greenway may benefit from the Council's efforts in the same three aspects (physical, programmatic, management).

The group discussed issues for discussion at the retreat:

1. Board composition: expand the size of the Board to include persons whose skill and interest we need.
2. Community building: pursue ways to get more Greenway residents involved.
3. Budget: discuss the draft 2012 budget presented at the November 10 meeting, for review and final approval in January.

Additional discussion resulted in the following decisions:

1. Apportion the responsibilities of the co-chairs more equitably to take advantage of their special areas of expertise – it was agreed that Merry Keefe will assume responsibility for the LGA budget area.
2. Financial reporting: take the work that both co-chairs have done on budget format and get ideas from a volunteer in Loring Green East who is a professional in this area for action before the next budget is discussed and finalized.
3. Partnerships: replicate the successful partnership on planning that the LGA has with Damon Farber and seek that kind of collaboration both with a marketing-public relations person or firm and with a fundraiser or fundraising firm.