



**Imagine Greater Tucson
Board Meeting
August 26, 2011
8:00 AM-10:00 AM**

Attendees: Keri Silvyn, David Neri, Lucinda Smedley, Ben Korn, Petra Boehm, John Shepard, Arlan Colton, Enrique Serna, Robin Shambach, Cherie Campbell.

Staff & Consultants: Beth Walkup, Pamela Dougherty.

Committees: No committee representatives attended this meeting.

Excused Absences: Kathy Ward.

By Phone: Iris Patten, Dina Scalone-Romero.

Approval of August 12, 2011 minutes

Motion: David Neri

Second: Ben Korn

No discussion

Unanimous approval

Governance and HR Issues

Paid leave for Interim Director: Granted four weeks paid leave annually.

Motion: John Shepard

Second: Arlan Colton

No discussion

Unanimously approved

Strategic Planning Meeting Update

Dina reported on planning for the Board September retreat. She suggested that staff present their strategic planning priorities at the September 9th Board meeting, prior to the retreat. This would allow the Board to focus on integrating staff and board concerns at retreat. Dina suggested recapping mission, vision, and values at the retreat. Robin asked whether the attachment provided to the Board by staff for this meeting summarized their concerns regarding strategic planning. Beth explained that these were priorities identified by staff where Board leadership is most needed. Keri added that the staff's memo focuses on what the Board needs to put in place to complement staff's planning efforts. Petra asked staff to clarify and elaborate on their fourth point. Beth responded that staff already has action steps identified for the

Board's consideration and will share at the September 9th meeting. Dina added that there will be specific questions that the Board will be asked to answer at the retreat.

Interim Director's Report

Beth updated Board on staff's work on knowledge exchange. She noted that she has integrated the social media and public awareness teams into one team. Patrick is developing information content (key facts and points) for all communications. Caliber will then develop marketing messages and materials based on this information that will then be used by the two teams as part of their education and outreach efforts. Beth is coordinating all of these activities.

Beth reported that PAG needs to receive from IGT a strategic plan, scope of work, and a detailed annual budget. Hence, outcomes of the Board's September strategic planning retreat are very important. Beth will be attending the PAG Management Committee meeting next week to report on IGT's progress. Keri underscored that PAG is particularly interested in what IGT anticipates doing as part of implementing the Vision. Enrique noted the importance of highlighting efforts to engage Tohono O'odham Nation in reports to PAG.

Beth handed out a copy of the on-line regional newsletter that has just been released.

Fundraising Report/Strategy

Ben and Pamela outlined their efforts to develop an overall fundraising strategy. Pamela described work on preparing a case statement for donors and other key talking points. Lucinda asked how IGT will address its role and presence beyond Keri as the organization's founder. Pamela responded that talking points will discuss the role of Board, executive director, and community partners. Petra emphasized the importance of elevating the role of Board, staff, and partners in meetings with donors and community leaders and in public presentations. Petra suggested the possibility of identifying a president-elect. Enrique asked whether Board members' existing contacts and relationships with other organizations are being considered in efforts to get the word out about IGT. Pamela indicated that identifying these relationships is a priority.

Pamela added that she and Keri are working on a proposal to the Thomas R. Brown Foundation that is due before the end of the month.

Ben noted that they hope to have the fundraising plan ready to implement by October 2011. They would like to have 100% Board participation in donating to IGT by November (any amount is welcome). Regarding Board assistance in fundraising from other donors, Arlan noted that public officials must be careful in making direct solicitations. Pamela indicated that there are ways that these officials can assist without making specific asks of donors.

Discussion of Advisory Group

Keri led a discussion about the potential role of the advisory group. She noted that thinking has evolved over the past two years about the role of this group, particularly about fundraising and implementing the Vision. Should the advisory group focus on both of these areas? Current draft shared for this meeting proposes a potentially larger group addressing both areas.

Pamela asked whether IGT has resources to manage this group. Robin suggested that this group should be inclusive and reflect community diversity. John proposed that this group should serve as touchstone and ambassador, validating IGT's Vision as well as endorsing and advocating implementation strategies. Petra emphasized that this group should support IGT's values. Ben asked whether the group advises and advocates on behalf of the Vision. Keri responded that they should do both. Arlan added that the group's members need to see the "bigger picture" and their advocacy role must be explicitly stated. Keri indicated that this group, by providing diverse intellectual leadership, is part of the "added value" that IGT brings to the community.

Beth emphasized that the advisory group needs to have something meaningful to do, particularly in terms of charting IGT's future direction. Keri noted that the name "advisory group" may not convey enough of a meaningful role.

John asked how the Vision and Values Committee's role aligns with the advisory group. Beth responded that the committee conducts research and provides recommendations that inform Board discussion and decision-making. The Board solicits feedback from the advisory group on ideas, plans, strategies, that more fully formed.

Arlan suggested that advisory group input/meetings should tie into key decision-making points for the Board (approval of strategic plan, new programmatic priorities, etc.).

John and Pamela emphasized that there will need to be considerable personal contact with individual group members in between meetings.

Lucinda cautioned in selecting high-level individuals who might feel that their vested interests are being threatened.

Petra supported the name, "Community Leadership Council," which underscored that this group represents a broader set of interests. Robin agreed.

Keri suggested revising the advisory group draft description to reflect today's comments, adding and prioritizing names of individuals to be recruited, and beginning the recruitment process. She requested additional names from the Board. Lucinda asked for clearer criteria in selecting and prioritizing names. David also requested clarity about the desired degree of representation, geographic or otherwise. He cautioned that at the neighborhood level there needs to be some up-front engagement in order to educate them about IGT.

Keri emphasized that she cannot be expected to manage this group. Engaging this group presents an opportunity to convey the breadth and depth of leadership within IGT. Keri asked for help in redrafting the group's description. Arlan, John, Beth, and Dina offered to assist.

Finance Committee Report

Robin reported that the Board will see a financial report at the next meeting. She underscored the need for a budget. She indicated that financial policies and procedures are being drafted and will be circulated at the September Board meeting, but the Board will not be asked to

respond to the draft until the October meeting. It will address both the Board's governance role as well as day-to-day financial management. Cash-flow and meeting PAG's match are ongoing short-term issues, which they are attempting to address.

Values Stewardship Committee

No report.

Meeting adjourned at 9:50AM.