

Summary Notes/Minutes WPWA Fund Development Committee (FDC)
14 August 2014

Attending: Alan Desbonnet, Chair; Chris Fox, Executive Director

1. It was agreed that a charge for the committee is needed and that it needs to be sanctioned by the board. Alan agreed to draft a charge for editing by Chris with the intent of presenting this at the August meeting of the board for ratification.
2. Chris reported that his intent was to buy into the use of Bloomerang, pending their answers to several technical questions. Ramifications, worse case, would be a monthly fee of \$180 for use of the program, and given that Constant Contact could be dropped—an appx \$25 per month savings—net financial impact would be \$155 per month, a fee that Chris noted would be worth investing given what the program will allow and how it would improve efficiency with member, volunteer, and donor tracking and communications. The intent is to have the database up and to some degree functional by end of September.
3. It was agreed that it would be nice to have an outsider perspective on FDC process and desires; Chris agreed to contact Dick Holiday and set up a meeting with him in early September to bring him up to speed on the changes within WPWA and to gain some perspective from Dick on approach, etc. A secondary purpose for this meeting is to gauge Dick's level of interest in engaging further with the FDC.
4. It was agreed that we should consider a few members for the FDC to add perspective and ideas. It was agreed that Jen McKenzie would be a good choice from the board as she seems to have the personality that lends itself to person-to-person dialog. It was agreed, that if Jen was interested that it would be good to have her have the opportunity to focus on FDC activities, meaning stepping off as Secretary in June 2015 and immediately seeking another to groom as future Treasurer and shadow Peter until the June 2015 elections. Alan agreed to run the idea past Helen and get her input prior to contacting Jen, and take things from there. It was agreed that Pete Lacouture might be a good non-board member to have on the committee, again because of people skills and his good historical background with WPWA and his breadth of contacts in the area. Chris agreed to contact Pete and gauge level of interest.
5. It was agreed that the initial tasks for the FDC for the remainder of FY14 would be:
 - a. Get the membership/volunteer/donor database into Bloomerang and create the functionality needed to begin effectively tracking and contacting for member development purposes.
 - b. Develop and implement a plan to fully fund water quality monitoring for WPWA, using the URI Watershed Watch program, for FY15.
6. It was agreed that efforts of the FDC would be more efficient and effective if WPWA had a Strategic Plan, as well as clear vision—the mission statement as recently discussed by the board, is fine—is needed. It was felt that having a strategic plan and vision would also make a Plan of Work more meaningful and more likely to be targeting the strategic priorities of the association. It was

agreed that this needs to be discussed at the board level, and will be brought up by Chris and/or Alan, as appropriate to the agenda, at a near future meeting of the board.

7. It was agreed that the Fundraising Plan developed several years ago for consideration by the board, but not approved/adopted, would serve as an initial foundation piece for the FDC; it was felt that there was much good stuff in the plan and that duplication of effort will be avoided by using it as a starting point.