

**Minutes of the Monday, May 6, 2013  
West Midland Family Center Board of Directors Meeting**

Board Members: J. Anthony, S. Bowen, L. Crego, G. Dauer, B. Dollard, E.J. Herst,  
A. Pankratz, A. Schmitz, W. Traschen, J. Weiler

Excused: A. Peters

Advisors: T. Misner, N. Ohle, B. Dostal, L. Reeves, B. Schmidt

Staff: G. Dorrien, D. DeMott, Jason Green, J. Spreeman

Herst called the meeting to order at 7:05 P.M. with Herst reading the Mission Statement.

Herst called for Public Comments. No comments given.

Motion to approve the Minutes of the January 4, 2013 Board Meeting

Schmidt /Weiler

Motion Passed

**Presentation Azimuth**

Jan Hewlett and Al Freeman presented to WMFC Board:

1. Introduction to the Firm Profile and Management Team
2. The guiding principles of Azimuth
3. The Investment Management Approach
4. Investment Capabilities
5. Logistics
6. The West Midland Appraisal

**Presentation Bolger and Battle**

Wendy Traschen, Owner and Communication Chair of WMFC Board of Directors and Christin Schwenke, Director of Client Accounts presented the following information:

1. WMFC Situation
  - a. 40 years, a trusted resource in west Midland County for social and recreational services.
  - b. 6,000 individuals served annually
  - c. Contributing to positive cultural change
  - d. Support from Community Members, volunteers and donations from individuals, businesses, non-profits, foundations and clubs,
  - e. Facing decreases in grant funding.
2. Communication Objectives
  - a. Clarify mission
  - b. Create distinct brand
  - c. Increase donations
  - d. Increase grant funding
3. Key Audiences
  - a. Individuals
  - b. Local organizations(Great Lakes Bay Region)
  - c. Providers of Grant Funding
  - d. Media

4. Brand Attributes
  - a. Empowering
  - b. Positive
  - c. Accessible
  - d. Trusted
  - e. Safe
5. About Value Propositions
  - a. Defines what is offered
  - b. Should be hard to imitate
  - c. Must be relevant to audience and differentiating
  - d. Could be, but is not necessarily, crafted in language for external use
6. Differentiating Value Proposition
7. New Brand
  - a. The new Logo ideas
8. Taglines for consideration
  - a. Building a Family-Centered Future
  - b. Growing Stronger Families
  - c. Stronger Families, Brighter Futures
9. Suggested Guiding Principles
  - a. All citizens deserve to learn, work and live in an environment that is safe, happy and healthy.
  - b. Welcoming support to improve families learning styles and life situations
  - c. Utilize up-to-date practices that are proven and results-oriented
  - d. Positive role models and capability to become positive role themselves
  - e. Staff, board and volunteers geared toward a common vision.
  - f. Fiscal responsibility is vital to success.
10. Strategy for Boosting Donations and Grants
11. Goals and Tactics for Annual Fundraisers
12. Fundraising Cycle
13. Fundraising Strategy's

B&B and the Board members will get together Monday, May 13, 2013. Will send out a meeting notice.

**Strategy Committee Meeting – J. Anthony, Chair**

Herst reported Joell has moved to Alpena and will be leaving our Board...she was always very active on the Board and went above and beyond in getting more information to base decisions on. She served as WMFC Board Vice-President and Chair of the Strategy Committee. Her service is appreciated very much.

Anthony reported that they are in process of writing the summation of the sunset committee meeting of last month, which wrapped up the Strategy Committee.

**Executive Committee – E.J. Herst, Chair**

Did not need to meet.

**By-Laws / Nominating Sub-Committee – T. Misner, Chair**

Misner reported that the committee needs names for Joell Anthony's position on the board, which ends in 2014.

**Fundraising Sub-Committee – S. Bowen, Chair**

Bowen reported on the March 20<sup>th</sup> meeting at which they continued the conversation regarding the Cumulative Society. The decision was made the amount to qualify for this society is \$2,500.00 over the

course of their life time. We would like to name this in Honor of Win Zacharias and call it “The Win Zacharias Cumulative Giving Club”.

The Summer Donors Event was discussed. The committee is thinking to do an evening event this year. All donors will be invited.

Jason has made some progress with the Gift Works Database and hopes to have a working version by the end of the week. The Gift Works Database is the best fit for our needs.

The Committee needs to figure out how to handle divorced / remarried couples that are donors. Often times they continue to donate in their next relationship.

Dorrien would like to add Dorothy Arbury and also Dick Sinclair to the Legacy Society. Both did remarkable things for WMFC.

### **Investment Committee – B. Dollard, Chair**

Azmuth Presentation

### **Accounting / Budget Committee – C. Coons, Chair**

Dollard reports they had the Audit presentation and it was very good with no comments. Awesome job Jason and Amy.

The Accounting/Budget Committee recommends to the Board to approve the 2013 Budget.

Motion to approve the 2013 Budget for WMFC.

Dollard/Schmidt

Motion Passed

### **Dow COP Committee - B. Dollard/G. Dorrien Committee Members**

Dollard reported the Juniors are planning their summer trips. They will be looking at Grand Valley, Eastern Michigan and U of M. They are deciding on one or two more also.

Freshmen and Sophomores are planning a service trip to Detroit. Terri has gone down to make sure that the area is safe for the students. They are hoping to go to an African/American Museum, Motown Museum and the Renaissance Center.

The Seniors are planning a trip white water rafting and will be gone 9-10 days. They are also going to visit Washing DC and Niagara Falls.

The group is also working a writing workshop. The students really need this kind of help and it is an ongoing effort.

Terri would like to invite you to an Appreciation Desert and Social Event, Tuesday, May 14<sup>th</sup> at 7:00-7:45 PM at WMFC. The Dow COP Students will make the presentations along with two of the College students. RSVP to Terri please.

### **Activities Committee – G. Dauer, Chair**

Did not need to meet.

### **Facilities Committee – E.J. Herst, Committee Member**

Herst reported on:

Pool:

- a) 6,400 foot of black plastic water pipe on the roof to run pool water through in an attempt to reduce the cost of heating the pool, by using solar energy.
- b) The pool bottom looks really good so far, there was some slight damage to the bench area where we have had to repair it over the past.
- c) The feature will be painted, most likely china blue/white.

Boiler:

- a) Boiler has been doing good, will be tearing it down at the end of May and doing a maintenance check as well as adding the new primary / secondary loop pump and the 3 way mixing valve. (these have already been purchased).

General Facilities:

- a) Starting on the spring Preventative Maintenance checks on the equipment
- b) Outside clean up
- c) Updating the Armed intruder procedure

**Human Resources Committee A. Schmitz, Committee Member**

Did not need to meet.

Dorrien would like to add that he and Jason are paying close attention the Affordable Health Care Act. We will keep you updated.

**Communications Committee – G. Dauer, Chair**

B&B Presentation above.

**Auxiliary Committee – G. Dauer, Committee Member**

Dauer reported that the numbers are good but that schedules need to change for payouts to improve the profit.

Would like to get more volunteers for Bingo...we have 5 and sometimes one of them would like a break and we cannot run the bingo with less.

**Executive Director's Report - G. Dorrien**

See report included in board packet.

Nate e-mailed that the Governor is pushing for more Early Childhood education funding. If any of you are close to our Republican legislators you might offer them some encouragement to follow your Governor, who is a real numbers guy and he truly believes the dollars we spend in early childhood are going to benefit this state long term.

**Board member, advisor, and staff comments:**

I attend the Spirit of the Community Event with Greg, many of the staff and Board members at the Valley Plaza.

**2013 SPIRIT OF THE COMMUNITY AWARD WINNERS**

**CHARLES J. STROSACKER AWARD –**

*Susan Putnam, Big Brothers Big Sisters of the Great Lakes Bay Region*

**HEART OF THE COMMUNITY**

*Cliff Miles, Midland Tomorrow*

**SHINING STAR AWARD**

*Greg Dorrien, West Midland Family Center*

**SHINING STAR LEGACY AWARD**

*John Coppens*

**TORCH BEARER AWARD**

*The Dow Chemical Company Legal Department*

**YOUNG LEADER AWARD**

*Michelle Bourke, The Dow Chemical Company*

**COMPANIES THAT CARE**

*Ayre-Rhinehart Group*

*Chemical Bank*

*City of Midland*

*Consumers Energy*

*Deloitte*

*The Dow Chemical Company*

*Dow Corning Corporation*

*Fisher Contracting*

*Gavin & Associates LLC*

*The Great Lakes Loons*

*Ieuter Insurance Group*

*Jacobs Field Services North America*

*Members First Credit Union*

*Midland County*

*Midland Daily News*

*MidMichigan Health*

*Northwood University*

*RE/MAX of Midland*

*Styron*

*Three Rivers Corporation*

*Wolverine Bank*

*Yeo & Yeo*

**CARING COMPANY OF THE YEAR**

*Chemical Bank*

**Congratulations Greg Dorrien winner of the Shining Star Award.**

Motion to Adjourn Bowen /Dollard Meeting adjourned at 9 pm by Herst.

The next meeting is scheduled **September 9, 2013** at 7:00 pm. at the West Midland Family Center.

Respectfully submitted,  
Diane DeMott