

Habitat for Humanity of Merced County
Notes for Planning Seminar with Betsy Murphy
United Methodist Church, Atwater
September 20, 2008

Present: Michelle Paloutzian, Patti Houbein, Bill Sanford, Lyle Allen, George Gallaher, Hilda Miranda, Donna Hall, Jan Sorge, Pat Shay, Jim Tolladay, Mary Ann Reynolds

Presenter: Betsy Murphy, Executive Director
Visalia Habitat Affiliate: hfhtc@sbcglobal.net

Expectations for the Day:

Guidance with:

1. Committee development
2. Marketing: professional image: use UC Merced, colleges and High school ROP programs to help with graphics
3. Leadership recruitment: someone to email Betsy for grid for Board development and committee job description
4. Volunteers
5. Research for getting a Restore: do we have the time, energy, staff and money
6. Hiring staff
7. Establishing a budget

Betsy helped us to come up with a Vision Statement: **Everyone in Merced County has decent and affordable housing.**

Setting Goals for the next year:

Board Development:

1. Composition: Diverse skills, ethnicity and age
2. Ways to recruit:
 - a. Through contacts with Church Relations Committee
 - b. Use one- on- one approach
 - c. Each Board member to look at circle of family and friends
 - d. Contact people, organizations and businesses that can provide new sources of funding by offering them the opportunity to provide affordable and decent housing for hard working families: Service clubs, banks, lawyers, doctors, CPAs, country clubs, Lowes, Target

3. Orientation for Board members:
 - a. Mary Ann to contact Besty for info before October Board meeting
 - b. Public speaking training
 - c. Develop protocol

Developing Financial Responsibility

1. Develop budget:
 - a. Hilda to do this with info given to her by Board members
 - b. Two components: Operating budget and construction budget
2. Have a financial review done by July 1, 2009: Bill, Hilda and Donna to find someone to do the review
3. Obtain office space: Pat and Genny to work on this

Develop Committees

1. Each Committee should have a chair which should be a Board member and at least 3 members
 - a. There needs to be a job description for Board and committee members.
2. **Administration:** Bill, chair; Hilda and Patti members
 - a. Main function: Fiduciary oversight
 - (1) review financial report before going to Board
 - (2) engage outside person to do financial review
 - (3) review insurance
 - (4) oversee staff when we get staff
 - b. United Way Affiliate: Michelle to look into whether we are an affiliate and report to Board at October meeting
3. **Church Relations:** Jan, chair.
 - a. Membership to include persons from different faith groups:
 - b. Each Board member to give name to Jan by October Board meeting. We are to contact that person before giving name to Jan.
4. **Construction:** Lyle, chair; Jim member
 - a. To include Site Selection
 - b. To produce a budget and time-line which should include a task outline for each home
 - c. Aim for speedier building and continuity
 - d. Look into in-kind donations and Habitat Softwood Lumber Grant
 - e. Suggestion: a Board member host each job-site to greet, sign-in and provide refreshments, but not lunch, for volunteers
5. **Family Services:**

- a. Membership and chair don't need to be Board members.
- b. Members must know process and follow it.
- c. Suggested members: persons involved in Housing Authority, Child Protection Services, retired police, teachers
- d. Suggestion: Provide budgeting and home maintenance classes

6. Public Information: Bill, chair

- a. Responsibilities: editor of newsletter, printing brochures, speakers bureau
 - (1) get 50% of Board members to go out and speak to groups
- b. Get email list of volunteers and donors on E-Blast (constantcontact.com), flat annual fee of \$300
- c. Develop marketing plan- calendar based for one year

7. Volunteers: Patti, chair

- a. Use last 12 months list
- b. Jobs for volunteers: annual dinner, public fairs, prepare refreshments, family selection

8. Fund-Raising: Pat, chair

- a. Establish fund-raising plan and calendar: Pat to contact Betsy for fund-raising plan and calendar
- b. Suggested events: identify donors and organize event
 - (1) House Parties given by Board members: invite friends to coffee, lunch, dinner, wine and cheese, give short presentation, give out cards to fill in if interested in supporting Habitat
 - (2) Make a Difference Day
 - (3) Birdhouse Auction
- c. Membership: Business people, Service Clubs: Each Board member to approach someone to be on committee and if accept, forward name to Pat.
- d. Sources of income from Habitat International
 - (1) Lutheran Grant
 - (2) Capacity Building Grant
 - (3) Federal Home Loan Bank - \$15,000 per house

Submitted by Mary Ann - an outline of what was discussed. I know it's not complete so I submit it as notes and not formal minutes