

Ad-hoc Strategic Planning

City of Port Washington – Adult Community Senior Center

February 9, 2016

Present: John Jacque, John Sigwart, Edie Webb, Mary Fran Lepasca, Irene Taylor, Director Catherine Kiener, Alderman Bill Driscoll, Paul Ehrlich, Tom Murphy, guest Bill Moran from the Historical Society.

Excused: Joe Millonzi, Mayor Mlada, Chris Flint, Sue Bruner,

Next meeting: March 1st or 8th, 2016, 4:30 p.m.

John Jacque opened the meeting at 4:30 p.m. and the previous minutes were approved by Tom Murphy and seconded by Edie Webb. There were no public comments

Small steps accomplished over the last month were shared in the process for going forward with the Aurora building plans. The City Administrator is currently on vacation. Edie complimented John Jacque on his presentation last month for the City Council.

The meeting then turned to hear from Bill Moran and how the Historical Society approached the Capital Campaign for the Port Explorium. He first asked for some background regarding the plans, and Catherine Kiener discussed the hope to find grants as well as a partnership with the community. The exact fundraising needs are unknown and our timeline is complicated by the Aurora long-range plan. Most feel a 1 ½ year timeline will be needed for them to remodel their other building before moving.

Bill M. shared that PWHS took 2 ½ years to raise 2 million, 540 thousand. It wasn't easy and it required talking to many, many people. He passed out a 2-page handout he used to step through typical points in the fundraising quest. The historical society applied for and received grants. They will continue to have needs for \$100k per year for maintenance.

They began with small-group plans. That took actually 3 years, not the 9-12 months first expected. Eventually there were 17 people on the board (that somewhat changed at times). He advised reviewing the mission statement and reviewing it periodically. Ditto with the vision statement. That vision that excites owners and that shows what we might be doing in 10 years, not short term, can give lots of impact to the community.

The big professional design boards were the first investment made, and they created the graphic vision that made a great selling package. John S. seconded that thought. We need to bring our vision to life with renderings, photos, or ?? – it should be graphic and realistic and not be a monotonous point-by-point presentation. Their board did not feel confident in raising the needed funds. One of four applicants was selected for the professional fundraising guidance. They interviewed all four, who all typically charge about \$100 per hour. The person selected spent close to \$24k and with brochures, about \$34k. Bill did the fundraising with the professionals strategy and help. Mrs. Moran wrote thank you letters within a week for donors and wrote them in a personalized way. We need to find the people we need that are as excited by the vision as the Explorium was. It is an investment in the future, the quality of life in the town, the re-emerging downtown area, and the future of the community. Share your enthusiasm! The crew was 17. The Capital Campaign was 9. A few overlapped.

Sessions were held with the committee and were built around the energy of the group. Assess the metrics and ask why this is important to us and who will care. What are the top 3 things to focus on? Are these things going to change in the future and how? Write down potential questions and think of the answers that the people might ask. Think about our goal and then increase it by 15-20% to cover unexpected expenses.

Formulate a development structure. Do we have the right people? Develop a relationship with a donor. Don't always go asking them for money – as for their help as well. And ask for their friendship. Have expectations of the committee/fundraisers IN WRITING.

The PWHS plan was: Develop an advisory board. Develop the Capital Campaign Committee with names printed on stationery. Have a reception with wine and cheese. Use visuals that are stimulating. See happy kids in the presentation, not a boring PowerPoint. Find several people that are good, not just one. Do a feasibility study – hire a consultant. The person hired spoke to 29 people. They were people of influence or people of affluence. Funds did come from outside the city too. Grants came from We Energies, Bradley Petit Foundation, Lake Michigan Foundation, Charter Steel, the Mellows family, Shirley Flack, Port Washington State Bank, and the Dept. of Tourism.

PWHS opened a line of credit with PW State Bank for 200-300k at a low rate of interest. Bill and the fundraiser wrote the grants and followed the guidelines in each. They tried to target grant applications to environmental museums, etc.

The core 1st group met almost weekly at Bill's table. Not all the members were "yes" people. They were diverse in age and in residency in Port. There were some fundraiser events. Mostly small events including a large birthday party. Marketing is an important element, not just some small brochure. Marketing and future buy in is important. The professional fundraiser even donated money herself. When the Historical Society Resource Center did their fundraising, they raised \$450k and that left no debt. Bill also shared another handout called "Fundraising is More than Asking" and discussed the levels of buy in shown on the flyer.

He suggested having 2 people work as a team for fundraising, especially if one of the people knows the contact. Do your homework on the person being approached and determine which of the 2 people are the main talkers. Ask for help specifically with \$5k or \$50k – be specific, and let donors spread it over years.

There were plaques for donors. He urges donors to not be anonymous. There are pavers, signage, key dates, signage for levels, and tables that are designated. Some of the naming opps were featured in the brochure. He finished with his slogan...

"Fundraising can be fun" – Bill Moran

Meeting adjourned at 5:30 p.m. Next meeting March 1st or 8th, 2016, 4:30 p.m.