

Tehama Together  
Executive Committee Meetings  
February 18, 2009

Open:

Chris Pritchard called the Executive Committee meeting of Tehama Together to order on February 18, 2009 – 1:05 PM at 24 Antelope Boulevard, Red Bluff, CA 96080

Present: Chris Pritchard, Colleen Sheehan, Orle Jackson, Lupe Green, Ruth Dieke

Additional Agenda Items:

Ruth Deike, a member of Tehama Together's Advisory Board, wanted to discuss some information she wanted to share regarding the 501 (c) (3) status. It was stated that we would be including that in the business plan discussion.

Website Update:

Chris Pritchard started to discuss the addition of a disclaimer put on the website by the Webmaster. There was a point of order by Lupe for Chris to address the approval of the minutes from the February 11, 2009 Executive Committee meeting.

Approval of Minutes:

Colleen Sheehan read aloud the minutes of the January 11, 2009 minutes since some of the members had not had a chance to read them. Orle Jackson made a motion to approve the minutes and Colleen Sheehan seconded that motion. The minutes were approved and will be added to the website as approved. Ruth wanted clarification as to who would vote on approving minutes. Since Lupe Green was not at the January 11, 2009

meeting she would not vote and Ruth is on the advisory board and does not have a vote.

Chris Pritchard wanted to emphasize that if questions come up during one of the agenda topics a note should be made so that the question can be addressed at the end of New Business.

#### Website Updates Continued:

Chris mentioned again that Ashley has added the disclaimer to the website. Chris said that Lupe Green had suggested the organization try out a company called Constant Contact. This will be used for the newsletter and the mailing list. This is an online software that will take care of maintaining the e-mail list of Tehama Together, i.e., by using a "double opt out" option when anyone puts themselves on Tehama Together's mailing list and it will take care of spam issues. This will be particularly helpful as the mailing list grows. We will have a ninety (90) day free trial beginning February 15, 2009 and ending on April 14, 2009. After the trial is up, we will pay \$15.00 per month (up to 500 names). When members sign up, they will get more information in an auto response letter. It was agreed this gave Tehama Together a more professional look. If someone has already registered for the newsletter they will need to reregister for the "double opt out option" with the Constant Contact. Ashley will send each person a letter to inform them of the procedure. Ruth said she has not signed up for the forum yet because she was not sure which category to use. Chris offered to assist anyone in registering after the meeting is adjourned.

Chris then discussed member bios. Chris asked if anyone had turned his or her bio in to her. Colleen has turned in her bio and Ruth e-mailed her resume instead of the bio. Chris mentioned that the bio form was a little more personal and the information would be used to identify each person on the forum. Ruth wanted to know if we expected everyone who walks in the door to fill out a bio. Chris said anyone who wishes to fill out the bio would be welcome. Chris said that she would like all the

Executive Committee members to submit their resumes. The resumes will be used for the business plan and can be used for introduction to the community. Lupe would like to add a question to the bio form "How I Would Like To Contribute to the Organization". Lupe also wanted to know if Ashley could make the bio form interactive so that a person could fill it out on line. There was a discussion regarding items published on the forum such as: mailing List, bio, and resume. It was suggested there should be a disclaimer and we need permission for each one of these items to be posted. Chris explained how she saw the bio being used on the forum and Lupe said the forum already had that ability. Colleen asked about the sign up sheet and the need for a disclaimer on it. Lupe said she would make a screen shot and get it to Colleen.

Chris said she had an e-mail from Phil Dynan asking if we might put his art gallery banner on our website and he would do the same with ours on his website. Chris said that went along with her thoughts about sharing with the local businesses. Orle was concerned about having just one ad on the website and it was suggested that others be put up such as: Daily Signs, Rock Detective and Downtown Business Association. Chris wondered how we control the ads and it was agreed that Tehama Together has a right to decide which ads would be allowed. Chris said Ashley had some ideas as to how to present the ads, i.e., flashing ad, one changing at a time, or a separate page for all ads. Ruth was concerned that we might be going down a path that would get us in trouble with the IRS and hinder the 501 (c) (3) process. She said our image should be one of public charity and if we start looking too commercial, it might be a problem. Ruth asked, "What is the public charity in all of this"? Chris said that satisfying the needs of the 501 (c) (3) is important but she wants to be sure that that we serve all the community, not only a certain segment of the population. The consensus was our goal is to establish a sense of community among all citizens. Ruth wanted to know was that in our mission statement.

Colleen shared her struggle with using the forum and Chris said that if someone wants to know what is going on with Tehama Together

they need to become familiar with it and use the forum for day-to-day information. For example if you have not gone to the forum during the week and you come to a meeting you will not be as informed as you could be. Lupe wanted to be sure that we understood how important it was to be able to inform the public that does not have access to the Internet. Chris wondered how we would do that and Lupe said she would address that in her publicity committee.

Chris said Ashley has asked that each of the Chairs submit a welcome letter that will be used on their forum board & web page. These should be submitted to [admin@tehamatogether.org](mailto:admin@tehamatogether.org). Ashley would also like the Chairs to give her some ideas as to how they want their page to look, i.e., the flavor of their group. She only needs a few words to be able to design the page such as, sporty, intelligent, business, etc.

Lupe said she had sent Ashley some minor corrections to the website and she had not heard back from her. One of Lupe's concerns was the fact that the postings on the website can be edited by the person posting them after the fact. Lupe would like to see Ashley make sure that the postings cannot be modified. There was discussion back and forth as to the pros and cons of this point. Lupe felt that modifications made to the website over a period can alter the flavor of Tehama Together. She is concerned with the validity of the website. Ruth said it sounds like we need two venues, one blocked and one unblocked. Chris said she understood Lupe's point and she will discuss this with Ashley and report back to the group.

In the discussion of the modification of the website the meeting minutes were discussed. Orle wondered if the minutes should be on the forum. Chris explained the levels of the website and who has access to what. Orle wanted to know where the official adopted minutes will appear on the website. It was agreed that for transparency the adopted minutes will appear so the public can have access to them, but where they will appear on the website is still to be decided. Ruth wanted to be

sure that the group knew that the only official minutes that are required belong in a corporate book kept by the secretary.

The un-adopted minutes will be placed on the Executive Committee Forum and it will be up to the Executive Committee members to go on the forum and read the minutes for any corrections or additions that should be made. The corrections will be sent to Colleen so that she can make her corrections to the minutes. Ruth asked if the minutes could be pulled off the forum so corrections can be made and e-mailed back to Colleen. She would like them sent pdf and wondered if that can be done with a Mac also. Orle suggested unadopted instead of draft copy and then when the minutes are adopted the minutes will be changed to adopted and added to the website so all members can see them. The question of sub-committee minutes came up and it was agreed that if a sub-committee meets minutes should be kept.

#### Administrative Reports:

Ruth asked, "What are administrative reports"? Chris explained that Lupe, Colleen and her had been working this week to get ready for the business-planning meeting on Saturday. Lupe has done a lot of research on the Internet for samples of business plans, articles of incorporation, name of corporation status, etc. Colleen and Chris have been working on the bylaws and Lupe is doing the same with the business plan. Ruth wanted to say she knows we are laying down the groundwork, but she wants to be sure that we are including 501 (c) (3) model in all our plans. Ruth was concerned that the committees have not met and they do not know what their cash flow is and how do we think we are going to have all of that done on Saturday. She is also concerned about being redundant. If someone else is doing all this what is she needed for. Lupe addressed this by saying she apologized for taking the ball and running with it. She had said in the general meeting she would get things together for the meeting on Saturday and she went ahead with that without consulting, as she should have. Ruth said that maybe she was not needed to advise on the 501 (c) (3). She saw herself as helping the

vision of Tehama Together to become consistent with the 501c3. Chris said we are all doing what we can to move forward.

Chris said that the first thing that needs to be done is the business plan. The bylaws and articles of incorporation will be worked on at a later date. Each committee needs to put together their own business plan because that information is needed for the overall business plan and other documents. Since we need to gather the data, Lupe has put together questions for the business-planning meeting on Saturday. Lupe used a nonprofit business plan she took from the Internet. She pulled out all the data she felt should be included in our business plans to put together the questionnaire. Lupe said she set it up as a three (3) year business plan. Ruth said we seemed to be on the same page because she put together a questionnaire also. Ruth had some questions about the objective section of Lupe's questionnaire. It was mentioned that getting the business plan together and creating one business plan for the group is our goal so we can submit that along with the articles and bylaws.

There was quite a discussion as to the vision and the relationship of the entities to Tehama Together as a whole. Ruth thought it was important to keep them separate with their own separate business plans and others agreed with the attorney that Tehama Together would be the umbrella for the entities. Lupe said she belonged to an organization that had separate entities under one name and there seemed to be no issues. Ruth wondered about allocating income, donations and contributions to the separate entities. Much of this will be spelled out in the bylaws and it was agreed that a fundraising committee would be formed to deal with the money issues. Ruth said that Articles of Incorporation are relatively simple, the bylaws will take time and the business plan will be a lot of work. Ruth is wondering how we will do all that with our vision. She said she had something a lot simpler in mind. Ruth said she has already done a business plan for her workshop. She did say she is not sure if she quite understands our vision of Tehama Together.

Orle had prepared a partial business plan and he passed a copy around to the group. He said it was a beginning and he will use it in the meeting on Saturday. The questionnaire will answer questions that will then be inserted into the umbrella business plan. The Executive Committee will help the others with this process.

Orle mentioned that he saw the objectives as being a two-sided process, i.e., objectives and outcome objectives. He also suggested that the mission statement be the first item on the questionnaire since we still are in need of defining ourselves. It is still concerning Ruth that we do not have the needs defined. Lupe pointed out that number four (4) of the questionnaire was Target Market Segment Strategy and the answers to that question might answer the needs question along with defining the mission statement. Colleen wanted clarification as to how the questionnaire was to be handled at the general meeting. Chris said she would revise the form; the chairs will get it and present it to the group on Saturday. Ruth wants number (4) on the questionnaire placed at the beginning of the questionnaire. Chris will e-mail the form to Executive Committee members as soon as it is revised. Ruth would like Chris to send it to her in pdf form. Orle thought it was a good idea to simplify the form.

. It was decided that Chris would rework the questionnaire and add these components:

1. Mission statement
2. Develop Five (5) goals, one (1) for the umbrella and one (1) each for the other four (4) entities.
3. Add process outcome and an example
4. Change the format of the questionnaire to be clearer by having the names of the entities on the top of the form to be checked off by the perspective chair and name of the committee.
5. Move number four (4) of the questionnaire to the beginning of the form. Lupe said Publicity Committee does not go under this category.

. Ruth brought up needs again and a discussion followed. Orle felt that the needs would develop as we continue this process. Lupe gave a few examples of the needs in her community, i.e., lack of transportation,

lack of Internet. Orle said that he felt it was very important to stress “place” as a need. Both Lupe and Orle said the idea of a place where one could have a network of people, a place to meet and plan projects, and a place for community organizing to inform the community and for community organizing was what drew them to Tehama Together.

There was a discussion as to the type of nonprofit Tehama Together falls under. The consensus was Tehama Together is a charitable organization because it is more general. We do not want to be under educational because that is not all-inclusive.

#### Committee Chair Reports:

##### Community Resource Committee:

Orle and Colleen have set up a meeting for Friday, February 20, 2009 at 1:00 PM to meet and discuss their business plan. Colleen gave Orle a list of ideas as to outreach sources in the community. Orle said he is looking forward to seeing the non-profit book Colleen ordered. Colleen said it should be in anytime. Orle wants to rename his committee Community Services Network. Everyone agreed that was a great name.

##### Coffee House Committee:

Chris said Gregg came by earlier but could not stay for the Executive Meeting but he will be at the Saturday meeting. Chris said Gregg is very enthusiastic and wants the Coffee House to be a fun area. Orle mentioned that we might not want to use coffee house to define the gathering place inside Tehama Together. Names were discussed and will be presented to Gregg Gillies for his committee to discuss.

Ruth asked if we have looked for locations in case this place does not pan out. It was mentioned that we should look into creating a Space Committee in order to search the area for another building.

#### Education Workshop Committee:

Chris said nothing has happened in her committee, however, Ruth said she has created a little budget for the committee and she explained it to the group. Chris clarified that her committee had not met together this week. Ruth thinks the workshops will be a very good source of income.

#### Publicity Committee:

No report

#### Unfinished Business:

##### Representation:

A discussion as to who will be Tehama Together representative was tabled for another meeting. At this point in time, all things should be presented to Chris Pritchard for approval.

##### Bank:

Orle was asked if he had researched information on the Cornerstone Bank. He said he had not realized he was asked to do that and he will do that this week. Lupe reported that she went to Sierra Central and she said they would give us a free account as soon as we became a nonprofit organization. Orle thought they might be asked to give more than that such as; sponsoring a fundraiser for Tehama Together or have a representative on our Board of Directors

##### Resumes:

The Executive Committee members have been asked to give Colleen a resume to be used for the business plan, forum and

publicity purposes. Ruth and Colleen have submitted theirs and Colleen will hold them for now.

Action Items:

Keep public that do not have access to Internet informed

Lupe Green  
Public Affairs

Make the Bio form interactive so it can be filled out on line

Ashley Stewartwall  
Webmaster

Ask Chairs to submit a Welcome Letter

Chris Pritchard  
Chairperson

Ask Chairs to submit ideas for their own web page

Chris Pritchard  
Chairperson

Adjourned at 2:55 PM

Written by: Colleen Sheehan

Approved by:

