

# Downtown Ravenswood Partners Board Meeting

Mon, 18 Aug 25

Attendance: Melanie Mosser, Jennifer Casey, John Casey, Todd Ritchie

Absent: Dee Scritchfield, Martin Unrue, Andrea Knopp, Francesca George

## Strategic Guidance

- Consider activating the organization committee to establish sustainable funding sources beyond city support
  - Focus on developing private funding streams and alternative revenue sources
  - Committee would require at least two board members (Dee and Jennifer identified as candidates)
- Explore co-op student program to increase operational capacity
  - Could provide consistent support during school hours (10-11 AM, Tuesdays through Thursdays)
  - Would require city approval but represents affordable staffing solution
- Develop systematic volunteer recruitment pipeline to address capacity constraints
  - Current pattern shows dedicated core group with peripheral volunteers who eventually drift away
  - Need consistent influx of new committee members to maintain operational effectiveness

## Operational Feedback

- Implement structured meeting format with executive director and board chair reports
  - Allocate 5 minutes per meeting for board chair updates
  - Executive director report should focus on individual tasks/projects not involving committees
- Leverage high school partnerships for volunteer recruitment
  - Contact Cathy Hudson at the high school for coordination
  - Target National Honor Society students requiring community service hours
  - Expand outreach to 4-H, FFA, and church groups
  - Utilize school counselors to connect with college-bound students needing volunteer experience
- Create promotional materials (flyers) for distribution to school counselors
- Continue using new AI meeting transcription technology (Granola) for improved documentation

## Financial Insights

- Current financial position shows \$42,666 available funds
  - City line item provides \$50,000 annually under economic development
  - Fund for Ravenswood committed \$16,000 toward salary/training for current year
- Three grant applications in progress totaling \$91,000
  - USDA grant for parking lot behind Las Fajitas (\$83k)
  - \$8,000 grant for mural mosaic on Jared Blossom's building
  - September 15 deadline for additional Fund for Ravenswood application
- Monthly expenses tracked at \$7,333 through August 13
  - Includes \$800 payment to Shane Johnson for video production
  - Payroll expenses for current staff
  - Summer supper related costs
- Projected operating margin of approximately \$15,010 if all budget items executed
- Need to develop formal budget for current fiscal year (started July 1)

## **Risks and Opportunities**

- Quorum challenges identified as operational risk
  - Current meeting only achieved 50% attendance (4 present, 4 absent)
  - Francesca has strep throat, Dee caring for brother's surgery, Andrea traveling for work
- Opportunity to expand board membership
  - Currently at 8 members with capacity for 9
  - Martin's participation uncertain due to house commitments
- There is potential for a Jackson County Community Foundation matching grant program to cover the costs of retaining wall murals. Jennifer will send Molly the quotes for that.
- Risk of over-reliance on executive director capacity
  - Current workload exceeding sustainable levels
  - Volunteer pipeline essential for operational sustainability

## **Key Decisions**

- Approved July meeting minutes with full board consensus
- Accepted treasurer's report showing current financial status
- Agreed to continue testing AI transcription technology for future meetings
- Tabled formal activation of organization committee pending further discussion
- Established framework for monthly executive director and board chair reports
- Decided to explore co-op student program
- Tabled decision on Executive Director Salary increase request pending board budget review.
- Tabled approval of by-laws in order to add language under Article 5: Meetings that an executive session may be added during any meeting and that we are governed by Roberts Rules of Order and open meeting laws.
- Staggered board of directors appointments, beginning July 1 2025:
  - John and Todd: 1 year
  - Dee, Francesca and Mel: 2 years
  - Jennifer, Martin, and Andrea: 3 years

- Approved new vision statement:
  - **Downtown Ravenswood is a vibrant, family-friendly river town that honors its heritage and celebrates local flavor. It's a safe place where businesses thrive, community connection runs deep, and people are inspired to stay, return, or start something new.**

#### **Action Items:**

- Investigate co-op student program requirements with the city (Molly)
- Send ideas to Jennifer for McIntosh lot development (Molly)
- Contact Cathy Hudson at high school regarding volunteer coordination (Molly)
- Develop promotional flyers for school counselor distribution (Molly)
- Submit Fund for Ravenswood grant application by September 15 (Molly)
- Send the budget to the board with updated salary numbers. (Molly)
- Update the bylaws and send to board again (Molly)
- Review the Priority Roadmap and Strategic Plan for FY26 for further discussion and approval at the next board meeting, which is Sept 15, 2025. (Board)
- Consider any funding requests to add to our budget each and committee's yearly work plans based on our Strategic Plan. (Board)

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Chat with meeting transcript: <https://notes.granola.ai/d/408186ac-50da-4bdb-aa21-24518eaf5e0f>