

## **ENCORE Board Meeting**

August 26, 2024

Present: Craig Holt (VP), Elizabeth Hayes (Past President), Eric Anderson (Treasurer), Sharon Borgardt (Secretary), Rollie Lindstrom (Membership Committee), Reta Lindstrom (Curriculum Committee), Dave Zunkel (Nominating Committee), plus guests Jason Edwards (CCC Liaison) and Marlowe Castell (ASC Director)

Absent: Karen Elder (Trip Committee)

The meeting was called to order at 1:00 p.m. Rollie chaired the meeting.

Jason Edwards was introduced as our new Clatsop Community College liaison. At CCC he is responsible for community education programs, and related communication and marketing. He has been at CCC 18 months and recently inherited the new role.

Marlowe Castell was introduced as the new Astoria Senior Center Director, she wants to learn about ENCORE and promote membership, classes, etc.

**Elizabeth made a motion to approve the July 22, 2024 meeting minutes as presented. Reta seconded, motion carried.**

### Committee Reports

Treasurer – Eric reported that he updated the Oregon Secretary of State filing to show June 30, 2024 as the date Elizabeth resigned her position as President, and show that position is now vacant.

We have a bill for \$105 to renew our annual Astoria-Warrenton Chamber of Commerce dues. There was discussion of the value of our membership. Sharon attends meetings to share info, but has only recently attended, so we cannot determine if this networking has brought new members. Elizabeth shared that the Chamber is a vibrant organization in the county and gives us good networking opportunities, although most members are still in an age group that is still working. We have not had a Business After Hours event, it provides an opportunity to promote ourselves. Marlowe offered to promote ENCORE through the ASC and is willing to have an event to spotlight ENCORE.

**Eric made a motion to pay the \$105.00 minimum due amount to renew our annual Chamber of Commerce annual subscription, providing**

**someone attends Chamber meetings. Elizabeth seconded, motion carried.**

**Eric made a motion to pay the additional \$10.50 voluntary payment to the Chamber of Commerce. Elizabeth seconded, motion failed.**

Eric is still reviewing our insurance coverage and will bring details to the September meeting.

Our ENCORE Oregon Business Registry renewal is due November 26, but we cannot renew without a President. Eric provided brief information from Oregon Revised Statutes (ORS) 128.670:(8) explaining that with the position vacant we could face a \$2,000.00 fee, and/or lose our charitable organization status. Elizabeth is listed as President on this filing, but we need a new President in place by the November 26 renewal deadline. The Nominating Committee will renew their search for a President.

Our bank account balance as of July 31, 2024 is \$12,496.62. Eric reviewed all deposits and expenditures for July, and reported we had \$935.00 positive cash flow. Dues payments totaling \$1,200.00 were deposited.

Membership Committee – Rollie reported that 58 membership renewals for 2024-2025 were paid, compared to 51 members this time last year (noting we ended last year at 78 members). He reviewed how the members heard about ENCORE, as follows:

- Word of mouth – 23
- No response - 28
- Through CCC - 3
- ENCORE website - 1
- Lunch Bunch - 1
- Attended a class - 1
- ASC referral - 1

Rollie suggests we continue to bring better programs to attract new members, and the Membership Committee will review data and strategize. He discovered that calls to the 503.338.2408 number that we list in at least 6 ENCORE documents and promotional materials are not being forwarded, so those phone calls are lost. The number to reach Jason directly is 503.338.2250. Rather than change ads and documents, Jason will look into having the CCC IT Dept transfer the 2408 phone calls to his phone number.

Eric suggested we offer discounts when new members list “word of mouth” as how they learned about ENCORE since that is how most new members hear

about us. Rollie has a referral discount plan in place but will discuss this with the Membership Committee.

The Membership Committee was pleased with the turnout at our Picnic in August, estimated at 25 members, plus a few guests.

An ENCORE ad was run in the Daily Astorian to promote membership. Sharon and Elizabeth had a table at the ADHDSA Sidewalk Sale event on July 25, and Sharon shared information at recent Chamber Networking coffee meetings, and at Astoria Downtown Historical District meetings.

Curriculum Committee – The Curriculum Committee met in August. Reta continues to gather class descriptions for Fall classes that run September 30 through November 22 and is also working on classes for Winter term. Fall classes were difficult to organize, due to newsletter barriers, lack of response, class space available, etc. She has confirmed a good variety of Fall classes, to include:

- 2 online classes will continue
  - Writing Exchange, taught by Eric Anderson via zoom on Tuesdays
  - Humanist Discussions, taught by Tod Lundy via Zoom on Mondays
- Managing Change, 4 weeks, taught by Elizabeth Hayes, Fridays 2:00 – 4:00 p.m.
- Communication, 6 weeks, taught by Maureen Balaam, Fridays 10:00 a.m. to noon
- Finance, 3 weeks, taught by Wauna Credit Union, Wednesdays starting Oct 2
  - Why We Spend and How to Improve Spending Habits
  - Fraud Prevention
  - Budgeting
- Nutrition 101 for Seniors, Oct 30 at Natural Grocers in Warrenton
- Earthquake and Tsunami Awareness, taught by Karen Elder, 8 weeks on Thursdays, 11:00 – 12:45

Even though we have a contract to use a room at ASC for meetings, Reta finds that sometimes no space is available. CCC, Umpqua Bank, and the Chamber are other options for meeting space.

Eric suggested we use a non-discrimination clause for all classes to minimize our liability. We could use the CCC policy, or the ASC disclaimer, and should provide it to everyone who attends a class, and obtain their signatures. Elizabeth offered to help Reta accomplish this. Reta will reach out to WCU for a disclaimer about not offering financial advice, or anything that would negatively impact ENCORE.

Trip Committee – Karen was absent, but Reta reported that the first Two Day Wonder Session will be with the local fire department. If we cannot find space for the week one in person class, Marlowe suggested we could use the living room area at the ASC.

Nominating Committee – Dave will reconvene the Nominating Committee meetings to work on filling the President seat and advise the committee that we cannot continue without a President, as Eric explained. Donn Ketner was contacted about serving but is unavailable. We may be able to have a nominal President who acts as President in name only and continue rotations. We can ask Marlowe to send an email to the ASC membership and also communicate the need to our ENCORE membership.

CCC Liaison – Jason is still learning his new role and wants to help strengthen our relationship with CCC and support our needs. It was noted that we need Jason to refer potential members he encounters to ENCORE.

Jason is proactive and will advocate for ENCORE for meeting rooms, partnership, community relationships, etc. He has many social media channels for getting the word out, and can share fliers, posters, etc for membership drives. Jason can do a weekly ENCORE post on the College Facebook page, and other postings through his department to create awareness. He is part of the Small Business Development Center, which creates the CCC newsletter and distributes it to about 3,000 households. He advised that for class space, on Monday through Thursday the college is busier, so parking space is more available on Fridays.

Jason also reminded us that CCC offers a 10% discount to ENCORE members, in addition to other discounts available, except for classes such as the AARP Safe Driving class that are not actual CCC classes. We would like Jason to talk to our members at an event so people know some of the CCC perks available ENCORE members.

Jason can also help with any liability disclaimer wording; he has colleagues who review legal compliance.

If we identify the need for specific classes, reach out to Jason and he may be able to help develop classes. CCC instructors cannot teach the same CCC class for ENCORE (loss of “for credit” classes would be detrimental to the college), but they can teach other classes, or revised classes, for ENCORE. Jason is very supportive of offering classes in Seaside, at the remote CCC campus, and he can help host Zoom and hybrid classes.

ENCORE can use all the free SBDC webinars, we should share this info in our newsletter.

### Old Business

There was no old business.

### New Business

Craig updates the Committees page on our website based on names listed in committee meeting minutes; however, please let him know when committee members change.

The meeting was adjourned at 2:35 p.m.

### Action Items

- Eric – Review liability insurance policy, report to Board at September meeting
- Unassigned - Plan an event with ASC (Marlowe) to spotlight ENCORE
- Reta and Elizabeth – develop or obtain liability disclaimers for ENCORE classes
- Reta – contact Wauna Credit Union about liability disclaimer for financial classes

The next meeting will be held on September 23, 2024 at 1:00 pm at the Astoria Senior Center; Reta will serve in the role of President.

Respectfully submitted,

Sharon Borgardt, Secretary