

HEART OF THE CITY ORGANIZATIONAL & PROGRAM RECOMMENDATIONS

FINALdraft crholt 5/2010

HOC Mission (Revised March 2010)

To work toward sustainability in our homes and community through education, projects and thoughtful engagement with neighbors and civic leaders.

Premise: Recent discussions and strategic meetings have pointed to improving and streamlining the following areas within Heart of the City:

- **Membership Structure & Recruitment**
- **Organizational "Consistency" & "Culture"**
- **Project Priorities & Follow Through**
- **Organizational Capacity & Structure**

PROGRAM/STRUCTURAL RECOMMENDATIONS:

- 1) **Continue "Community Outreach Potluck Series"** – feature local produce/food whenever possible or maybe food tip of the night about local food.
- 2) **Continue "Educational Film Series" with Sustain Jefferson** – Seek 2011 & 2012 series to possibly have transportation or water theme as correlated with org priorities
- 3) **Continue Fort Farmers Market "Heart Stand"** – seek to engage new members to help run volunteers, ordering of food, etc.
- 4) **Streamline Projects into HEARTY HEARTS SATURDAY PROJECT DAY** –Set project day on same day of month so regardless of what project occurs it always happens on same day, is easily accessible to newcomers, provides stability to partnerships and means to accomplish both small and larger projects because of regularity, allows structure to work within themed ideas as well as key organizational goals. Most previous projects dealt with improving parks and water systems in parks. These can be key during warmer months and are clearly seen by the community. They also tie into long term green zones and give HOC stature and influence regarding larger green space issues due to HOC long term commitment.
- 5) **STRUCTURE ORGANIZATIONAL MEETINGS - SUGGESTED COMMITTEES**
 - **Finance Committee** (Comprised of Treasurer/1-2 Board Members/1-2 members)
Meets 4 times a year to review quarterly finances.

Oversee: checks and balances for financial transactions, tax/govt reporting/forms, and annual end of the year financial review/report.

- **Membership** (Comprised of VP/Board Member/1-2 members)
Meets 3- 4 times a year to prep for membership drive, review end of the year membership counts, update membership list and oversee acknowledgement/thank yous.

Oversee: coordinate membership sign up process at all events.(i.e. film series, farmers market, other community events)

- **Community Outreach Committee**
Meets at least 2-3 times a year as full group but primarily meets in SUB groups which may be scheduled in conjunction with full meeting. (Comprised of Vice President, 1-2 Board Members, 4-10 members).

Oversee: Coordinate Fort Farmers Market volunteers; Coordinate Hearty Hearts work days; coordinate annual activity or education Heart Day that correlates with HOC long term priorities (i.e. transportation, water, food); Lou Enger Heart Award nomination & award process; potluck guest lists (Vice President in charge of inviting guests) and organizational volunteer recognition process

Hearty Hearts Group (subcommittee of Community Outreach)

Hearty Hearts Group is comprised of board member, 4-8 regular members who might be future committee chairs or board officers and volunteer citizens at large. Key partner organizations may also be named as key members of this group (i.e. reps from businesses or Parks & Rec who are keen on a project.). *Focus on Transportation- x% of projects.*

Farmers Market Group (subcommittee of Community Outreach)

Events Group (subcommittee of Community Outreach)

Old Project/Recycling Group (subcommittee of Community Outreach)

- **PR/Communications Committee** (comprised of Secretary and 2-3 other members)

Oversee: press calendar (i.e. including finding writer(s) to write monthly Of the Heart Beat column & press releases, PSAs, etc), meeting notification, meeting minutes access to public, overseeing Facebook page & web page, overseeing InfoBits and any publication updates (i.e. brochures, educational material printed/distributed, etc) press for all events (i.e. Film Series, potlucks).

- **Planning & Govt Committee** (Comprised of President, 1-2 Board Members & 2-3 members/volunteers.)

Oversee: relations with city/master plan projects, running high school voter registration, providing coordinating representatives from general membership to attend key advocacy days or attend key community/regional meetings where HOC should have representation (i.e. Glacial Heritage Area planning, Master Planning)

- **Board of Directors**

Board meets 4 times a year as well as attends annual early spring board retreat and annual all membership June meeting. Plan board meetings so they correlate with other program night (i.e. with movie or potluck), have board meetings happen opposite of any committee work so volunteers do not get overloaded and correlate committees to calendar that makes sense to their program goals (i.e. if membership work is done in April then committee meets in February or March). Main board charge is to: oversee organizational committees/volunteers/staff, create long term strategic planning & visioning, oversee financial development, oversee board recruitment, represent on committees, be visible and represent HOC to the community.

This draft employs key strategies to address these areas which HOC wishes to improve.

These strategies include:

- reoccurring pre-scheduled educational events (to educate public about HOC mission and engage them into action)
- reoccurring pre-scheduled community activities (to make HOC participation accessible and meaningful)
- reoccurring pr and outreach (to inform the community about HOC work/mission, educate them on issues and invite them to participate)
- reoccurring recognition programs (to encourage and maintain high level volunteers and enlist new members who are aligned with HOC mission)
- named partnerships (to solidify community & business partnership beyond one-time events and create meaningful activities that they can easily engage in to positively affect Fort community and which increases HOC community stature and organizational capacity)

- scheduled committee & organizational meetings (to provide consistence organizational leadership and direction that include proper checks & balances amongst the HOC community and greater Fort community).