

SMILE Special Board Meeting Minutes

October 17, 2018

SMILE Station

Main Website

www.SellwoodMoreland.org

Procedural

www.SMILErecords.org

OFFICERS PRESENT: Joel Leib, President; Gail Hoffnagle, Vice President;
Eric Norberg, Secretary

BOARD MEMBERS PRESENT: Bob Burkholder, Elaine O’Keefe, Tyler Janzen,
Kevin Palmer, Elizabeth Milner, Simon Fulford

In accordance with all the provisions for such meetings in the SMILE ByLaws, President Joel Leib had on September 19 called a **Special Board Meeting** for a time two hours before the October 17 Board Meeting, solely to continue a discussion at the previous Board Meeting devoted to the current effort to develop more revenue at Oaks Pioneer Church (for which SMILE is the renting agent), and at SMILE Station (owned by SMILE). The current effort concentrates on developing the revenue at Oaks Pioneer Church.

President Joel Leib called the Special Board Meeting to order at 5:47 p.m., asking everyone present to introduce themselves, around the room. After that, he introduced Christina Timberlake, recently hired as the part-time Oaks Pioneer Church Marketing expert. She explained the marketing role; technology is required to make it happen. “All the groundwork is laid and ready to go.” She said that SMILE Station and Oaks Pioneer Church Manager Lorraine Fyre is “extremely valuable, due to her experience and her work with clients.” She added that Lori’s skills would be best used if we did not burden her with the need to learn advanced computer skills, and then get comfortable with all the new software. Keven Palmer observed that if the booking volume increases, which is the point of this effort, the burden on Lori will be excessive unless this technical issue is resolved.

President Leib asked if there is someone who could handle the technical side of the booking system for her, and what would it cost? Bob Burkholder commented that Job Share might be the best way to handle this: Raise the overall salary and then share it.

Elaine O’Keefe pointed out that we have no job descriptions, and we really need them. A discussion followed on how parts of this go together, with the comment made that raising the cost of Church rentals (for weddings, and other events) “will change the clientele”. Tyler Janzen said that a budget must be determined before we can proceed. Another comment was made that we also need a rental policy; Elaine responded, “yes, but that doesn’t have to be done before we start – it can evolve as we enter into this.”

There followed an extended discussion on how these steps should be implemented, and in what order.

President Leib remarked that we need a job description or descriptions for adoption of the Board at the November Board Meeting; Tyler Janzen suggested a three-person committee to “woodshed” this between now and then, and he volunteered to be on it. The Board seemed agreeable to the idea, but it was not pursued at that time, as discussion turned to advertising the Church – joining “The Knot”, and “we’re ready to go with online advertising.”

Then Joel Leib returned to Tyler’s idea of that three-person committee and asked for volunteers, and found too many volunteers on the Board! It was suggested that Nancy Walsh should be on it, since she knows the details of Church operation intimately, as Chair of the Oaks Pioneer Church Committee.

Bob Burkholder said he’d be glad to look at the “maintenance responsibilities” if we want to separate maintenance from the main job description(s).

It was not clear if a third person had been appointed to the ad-hoc committee to prepare the job description, at this point, and if so if it had been Bob, but Bob Burkholder moved the Special Board Meeting be adjourned, and Tyler Janzen seconded the motion, which carried without objection, fifteen minutes before the scheduled start of the regular Board Meeting at 7:30 p.m.