



CIRCLEWOOD BOARD RETREAT
October 25, 2017
Edmonds, WA

Schedule

9:30 – Arrive

- Liminal Space - The Harbor Building, 100 2nd Ave S., Suite 140, Edmonds, WA 98020.

9:40 – Prayer

9:45 – Introduction

- Executive Director Report: August-October summary
- Retreat Goal: To identify strategic priorities and key steps for the next year.
- Review of Vision and Mission
- Review of Strategic Goals

10:00 – PEOPLE

- Board
- Staff
- Friend/Fund Raising
- Partners

10:55 – Prayer for the people of Circlewood

11:00 – Break

11:15 – PROGRAM

11:55 – Prayer for the program of Circlewood

12:00 – Lunch with Tom and Christine

1:00 – PLACE

1:25 – Prayer for the place of Circlewood

1:30 – SUPPORT SYSTEMS

- Communication
- Administration

1:55 – Prayer for the support systems of Circlewood

2:00 – Review and Summary

2:25 – Prayer for the future of Circlewood

2:30 – Adjourn

Executive Director Report

September – October, 2017

Honing Vision and Mission

- Finding language that is clear, simple, and compelling.

Learning our Systems

- Key Bank
- DonorPerfect
- Vertical Response
- State requirements

Learning about Executive Leadership

- Met with Advisory Team
- Read “Deep Work”

Meeting with Partners

- A Rocha – collaborating on retreat next week
- Covenant – local and regional leaders with special focus on opportunities with Cascades Camp and Conference Center. Attended regional clergy retreat.
- Selah – continued conversation with John Kiemele
- Murdock – invited to leadership conference

Meeting with Individuals

- Shonnie and John Scott - Historic supporters of MSA - Shonnie former board member
- Greg Asimakoupoulos – Chaplain at Covenant Shores Retirement Community
- Richard Lewis – Microsoft programmer and former congregant
- Brent Christie – Executive Director of Jubilee Reach
- Chris Newhouse – Director of “Farm in a Box” with Matter, a ngo development org.
- Christine Sine – went over MSA “stuff” at her home.
- Scott Dudley – pastor of Bellevue Presbyterian Church.
- Sean Sutton – product and team integration manager at Microsoft
- Jenny Cobbley – website and logo designer

Thesis Work

- Thesis topic formally approved – exploring what Christian leadership looks like from an ecological perspective.

Goal of Retreat

To identify strategic priorities and key steps to pursue those priorities over the next year.

Process

1. Review current vision, mission, convictions, and strategic goals.
2. Go through each area of organization, broken down into four areas
 - a. People
 - b. Program
 - c. Place
 - d. Support Systems
3. Each area will be broken down by:
 - a. Current status
 - b. Current needs
 - c. Ideas and brainstorming
 - d. Goals
4. Seek to identify connections, priorities, clear steps.
5. We will use large sticky pad paper.

Vision: A fully flourishing world bringing praise and glory to God.

Mission: To help people, communities, and institutions integrate the personal, social, and ecological dimensions of life and faith into a beautiful and generative whole.

Values and Virtues

- Knowing and loving one's place.
- Collaboration.
- Creativity and Innovation.
- Comprehensive Sustainability.
- Beauty.
- Mercy and Justice.
- Joy.

Current Strategic Goals – 2017-2019

1. Implement the Circlewood name/brand.
2. Become a stable organization poised for growth.
3. Complete Phase 1 development of land on Camano.
4. Determine program direction and initial opportunities.

BOARD

Status

- 4 members
 - Forrest – chair – Gifts/abilities/connections/interests
 - Greg – vice chair/treasurer – G/A/C/I
 - Tim – G/A/C/I
 - Glenn – G/A/C/I

Needs

- Total of 7-9 members
- Racial and gender diversity
- Partner Representation – A Rocha, Selah, others?
- Gifts and abilities – fundraising/development
- Description, Expectations, etc.

Ideas and Observations

- People
 - Leah Kostomo – A Rocha
 - Lenore Three Stars - ECC
 - Randy Woodley – Portland Seminary
 - Corey Greaves – Mending Wings
 - Majora Carter – Christ and Cascadia presenter
 - Francis Icasiano – Christ and Cascadia presenter
 - Mary DeJong – Christ and Cascadia presenter
 - Charis Weathers – Christ and Cascadia presenter
 - Mike Thomas – ECC Pastor of Radiant Church
 - Former MSA board members?
- Annual Board Retreat
- Annual Board Review

Key Goals

- 3 months
 - 5 members
- 6 months
 - 7 members
 - First annual board review
- 1 year
 - 9 members

STAFF

Status

- James Amadon – Executive Director – 20 hrs/wk

Needs

- Office Space
- Basic policies – e.g. benefits
- Additional hours, staff, and funds to scale up activities
- Additional funds

Ideas and Observations

- Timeline for increasing James' hours
- Internship program
- Administrative staff?
- Program staff once programs identified
- Executive Director Annual Review

Key Goals

- 3 months
 - Write summer intern description
- 6 months
 - Hire summer intern
 - James moves to 30 hours/week
 - First Executive Director annual review
- 1 year
 - James full-time

FRIEND/FUND RAISING

Status

- Finances - 8 or 9 monthly donors giving \$4260/month.
- DonorPerfect constituents

Needs

- Broaden Circlewood's exposure
- Increase the number of monthly donors and total monthly giving
- Raise James' profile
- Development Funs

Ideas and Observations

- Communication strategy is key – website, enewsletter, Facebook
- Fundraising strategy – using current supporters to invite others in
 - Individual asks of inner circle – family and friends
 - Series of gatherings in homes
 - Large gathering in spring
 - Put together business plan
 - “Founders Circle”
- Writing opportunities for James
 - Godspace
 - Covenant Companion
 - Thesis becoming a book
- Speaking opportunities for James
 - A Rocha Retreat
 - Midwinter Pastors' conference
 - Covenant Shores

Key Goals

- 3 months
 -
- 6 months
 -
- 1 year
 - 100 monthly donors/\$10,000 monthly income

PARTNERSHIPS

Status

- A Rocha – good connection with Mark Purcell, Exec. Dir.
- Selah – good connection with John Kiemele, Exec. Dir.
- Covenant Church – good connections with many, particularly in Pacific Northwest Conference and national headquarters in Chicago.
- Murdock Trust – Been to one gathering in spring. Will attend Leadership Conference in November.

Needs

- Something to do with these partners.
- Identify other potential partners.

Ideas and Observations

- Possible “pilot project” with Renew Covenant Church
- Will have opportunity to meet Makoto Fujimura at A Rocha retreat. Possible connections there.

Key Goals

- 3 months
 -
- 6 months
 -
- 1 year
 -

PROGRAMS

Status

- Potential project with Renew Covenant Church, Martha Lake, WA. Helping them design holistic ministry around community garden on church property.
- Potential connection to Cascades Camp – can host events, opportunity to be part of camp re-visioning process.

Needs

- Compelling initial offerings that give us a chance to be successful and open up other opportunities.

Ideas and Observations

- What if we pursued the opportunity with Renew Covenant in a way that included A Rocha and a grant from Murdock?
- What if Covenant asks us to invest in a major way in the camp/region/national ministry?

Key Goals

- 3 months
 -
- 6 months
 -
- 1 year
 -

PLACE

Status

- Camano
- Renew Covenant is a possible project site
- Cascades Camp and Conference Center is a possible host site

Needs

- To determine how much time, energy, and resources to put into the Camano property in the short-term.

Ideas and Observations

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Key Goals

- 3 months
 -
- 6 months
 -
- 1 year
 -

SUPPORT SYSTEMS

Status

- Communication
 - Sent email and survey to 6,000 email database. 50 surveys taken
 - Entered new contacts into DonorPerfect database.
 - Designed new logo.
 - Working on website
- Administration
 - Sent in non-profit registration renewal and update.
 - Applied for a trade name for “Circlewood”

Needs

- An office
- Active website
- On-line giving
- Take over the MSA Facebook pages
- 2018 Budget
- Place for MSA “stuff” by end of the year

Ideas and Observations

- Create dashboards

Key Goals

- 3 months
 - Adopt a 2018 Budget
- 6 months
 -
- 1 year
 -

