



**Circlewood Board Agenda  
Jan. 18, 2017 12-2 pm**

- 12:00 Gather and greeting  
Devotional/prayer  
Personal "check in"  
Welcome to Louise Conner  
Getting to know Lenore Three Stars  
Vote on Lenore
- 12:30 Financial update - James, Greg, and Louise
- 12:45 Executive Director report - James
- 1:15 Next Steps  
Board Roles to fill  
Vice Chair -  
Treasurer -  
Secretary -
- Thank you notes
- Meeting Schedule
- 1:50 Prayer
- 2:00 Adjourn

# **Executive Director Report**

## **November 20, 2017 - January 8, 2018**

### **Vision and Mission**

- The emerging vision and mission statements:
  - VISION: To see ecologically-centered Christ-followers passionately pursuing mission with one another, the poor, and the earth.
  
  - MISSION: To transform Christian thought and practice through educational endeavors that are ecologically focused, broadly integrative, and intentionally immersive.

### **STRATEGIC GOALS UPDATE**

#### **GOAL: IMPLEMENT CIRCLEWOOD NAME/BRAND**

- Confirmed that “Circlewood” was officially registered with WA state as a trade name - letter sent but not sure where.
- Wrote a blog post for Godspace that included information about Circlewood.
- Website under construction - goal is late January/early February.
- Met with Kelsey Johnson to talk about Social Media strategy. First goal is to develop and implement a Facebook strategy.

#### **GOAL: BECOME A STABLE ORGANIZATION POISED FOR GROWTH**

- Administration
  - Mail forwarding extended until June 18 from P.O. Box to James’ home.
  - Office secured at Creekside Covenant.
    - Material slowly being picked up from Sine’s garage.
  - Louise Conner to take over bookkeeping.
  - Meeting with Cedarstone set for Jan. 24-25 in Chicago.
    - Cost: \$2500. Sines agreed to cover \$2000.
    - See attached schedule.
  - Liability Insurance and Indemnification Language
    - Sent an email to Brad Hedberg in early Dec. Waiting to hear...
  - 2018 budget a work in progress - see attached.
  - Need to open BECU accounts and close Key Bank accounts.
  
- Board
  - Possible new members
    - Roles
      - Communication, Friend/Fund Raising, Partner Reps, Systems
    - Gracie Ekblad
    - Tom or Diane Ruebel
    -

- Advisory Board - see draft description
  - Current members
    - Mike Holmgren
    - Mark Novak
    - Beth Knox
  - Potential additions
    - Al Tizon
    - Corey Greaves
    - 
    -
  
- Partnerships
  - A Rocha – Emily Amadon consulted on “Wild Wonder” curriculum.
  - Murdock – Attended Leadership conference Nov. 29-30.
  - Covenant
    - Met with Rob Mohrweis, Assoc. Director of Cascades Camp and Conference Center.
    - Spoke with Al Tizon, Dir. of “Serve Globally” for ECC
    - Spoke to 35 residents of Covenant Shores Retirement Center on Dec. 18. Will speak on three Mondays in March.
    - Will give workshop at Midwinter National Pastors’ conference Jan. 24.
  
- Communication
  - First e-news was sent on Tuesday, Dec. 5
    - 248 email contacts
    - 71% open rate
    - 37 clicks on links
      - 15 on interview
      - 9 on Paypal giving
      - 6 Covenant Shores
      - 4 A Rocha
      - 2 Renew Covenant
      - 1 Covenant Church
    - 3 unsubscribed
  - Posted to James’ Facebook page
    - 36 people engaged with it.
  - Will send a quarterly letter/report to financial supporters in January/February.
  
- Fundraising
  - See attached plan for small group meetings
  - Will include DonorPerfect link on new webpage and all communications.
  - How do tax statements get sent out?

### **GOAL: PURSUE INITIAL PROGRAM OPPORTUNITIES**

- Renew Covenant Church community garden.
  - Met with Pastor Dave Sim, Garden Coordinator Christy Thwing, and restoration ecologist Marian Hanson on Dec. 1, and with Dave Sim on Jan. 4. Next meeting: Jan. 15
- Potential projects
  - Leadership learning trip – taking key leaders on an educational trip to help them think through and experience what a Christian ecological worldview is like. Idea is to visit urban, suburban/rural, and wilderness areas and integrating educational components with the experience.
    - Visited World Relief’s “Paradise Parking Lots Community Garden.”  
<https://worldreliefseattle.org/garden>
  - Promoting “Wild Wonder” creation care curriculum from A Rocha.

### **GOAL: CARE FOR THE LAND ON CAMANO**

- Land transfer – Paperwork was submitted to Island County in December
  - Prepared for free by Steve Dawson of National Covenant Properties - gift?
  - Will need appraiser to sign tax forms for Sines
- Visited land on Dec. 22 and discovered people tenting in classroom. Filed report with sheriff’s office. They visited and left a trespassing note. I returned on Dec. 29. Some stuff gone, some remained. Need to clear out remaining material.
- Going forward - need to post new signs, add cameras, and create monitoring schedule with Camano residents.



CEDARSTONE

## **Circlewood Deep Dive Agenda: January 24-25**

### **January 24, 2018**

5:30 PM Session #1: Overview, Top Five Priorities, and role of Exec. Dir.

6:30 PM Dinner and Session #2: 2018 Calendar

### **January 25, 2018**

9:00 AM Opening Prayer

9:15 AM Session #3: Introductions, Recap, and Ministry History + Vision

10:00 AM Session #4: Cedarstone Circle & Awareness Funnel

11:00 AM Session #5: Financial Operations Overview

12:00 PM Session #6: Development Plan: Overview & Segments

1:00 PM Lunch

Session #7: Board Development Strategy and Planning

2:00 PM Session #8: Communications: Messaging & Materials

2:45 PM Break

3:15 PM Session #9: Communications: Management & Measurement

4:00 PM Session #10: Top Five Priorities revisited

5:00 PM Q&A, Where do we go from here?



## Proposal for the Board January 8, 2018

**Subject:** Small Group Fund/Friend Raising for 2018

**Author:** James Amadon, Executive Director

**Description:** I am proposing that we host a series of strategic small group gatherings throughout 2018 for current and potential Circlewood supporters. These gatherings would primarily be held in homes of current supporters. Invited guests would include people in the host's network who are already supporting Circlewood or are likely to be interested. I would be present as co-host, and would share the vision and mission of Circlewood, answer questions, and invite attendees to partner with us.

**Rationale:** Here is some financial information from Aug-Dec, 2017.

- At end of December, we had 9 Monthly Donors giving \$4280/month
  - This comes to \$51,360/year.
  - 1 donor giving \$3400/month
  - Our biggest expense is my salary - \$40,000/year.
- From Aug-Dec, we also had 7 one-time financial gifts totaling \$2061.
  - \$511 of this was specifically to offset particular costs.

For Circlewood to grow, a larger base of financial support is needed. One way to do this is to set an initial goal of 120 financial contributors who average \$1200/year (\$100/month). This would bring in \$120,000/year, and enable us to take some initial growth steps such as:

- Increasing James' hours
- Beginning an intern program
- Covering initial program costs

(There are, of course, other sources of revenue to pursue, such as grants, gifts-in-kind, and income-producing programs and activities. These will need to be pursued as well, but this proposal focuses on donations.)

**Stakeholders:** This will affect board members, current Circlewood supporters, and those who may be interested in support.

**Goals:** The main goal is to be able to grow our mission. This can be measured by the following evidence:

Measurable 1: Increase in income.

Measurable 2: Increase in number of people in our database and receiving communication material.

This will result in the following short-term outcomes:

Outcome 1: The ability to consider staffing changes and additions.

Outcome 2: The ability to cover costs for initial programming.

This will have the following long-term impact:

Impact 1: Evidence of success for future friends, donors, and grantors.

Impact 2: Increased energy and excitement of board, staff, and supporters.

**Main activities needed to enact the proposal:**

The most obvious way to reach the 120-donor goal is to tap into the relational networks of existing supporters. Doing this in home-based, small-group gatherings creates a warm and welcoming environment that invites participation and response. It also offers a way for board members to be involved, and prepares us for larger gatherings in the future.

The locations and schedule for these events will need to be determined, but host sites should be based on a combination of regional and relational factors. Some suggestions:

- James and Emily Amadon
  - Region: Bellevue/Redmond
  - Networks: Church and Neighborhood
- Forrest Inslee
  - Region: Edmonds
  - Networks: Neighborhood, historic MSA supporters, Professional network
- Tom and Christine Sine
  - Region: Seattle
  - Networks: Many!
- Diane and Tom Reubel
  - Region: Camano Island
  - Networks: Island, Covenant
- Mike and Kathy Holmgren
  - Region: Kirkland
  - Networks: Covenant, Faith-based Donor community
- Greg Nelson
  - Region: Tacoma
  - Networks: Neighborhood, Business
- Louise Conner
  - Region: Bothell/Woodinville
  - Networks: Neighborhood, Church

**Specific proposal:** I propose that we host 6-10 small group gatherings for 2018.

**Proposed by:** James Amadon, Executive Director

## **Circlewood Board Meeting Minutes 1-8-18**

In attendance:

James Amadon  
Glenn Palmberg  
Louise Conner  
Forrest Inslee

By phone:

Tim Hedberg  
Greg Nelson  
Lenore Three Stars

- ❖ Personal check-in time
- ❖ The board welcomed Louise to her first board meeting
- ❖ Discussed the matter of how to include people not in attendance in the future; will make a long-term schedule of meetings so people can plan in advance. Also, if we end up having more than a couple people meeting from a distance, we'll consider a computer application like Zoom to make things more personal and immediate.
- ❖ Voted to bring Lenore Three Stars on the board; after unanimous yes vote, Lenore was brought in to join the meeting by phone (see bio below)
- ❖ James gave his Exec Director report (see attached):
- ❖ We are very excited about James' Cedarstone consulting session coming up. All expressed deep gratitude to the Sines for making this possible. Board would like James to ask about follow up/support beyond the initial consulting session
- ❖ We considered Ruebels (Camano residents) for an additional board position; they have strong ties to the community, and Tom is presently very involved in helping to care for the land; Diane is involved in spiritual direction ministry there. Consensus: Approach them both and let them decide which of them should be on the board.
- ❖ James proposed a new experiment in fundraising with small groups. The board authorized him to move forward with this.
- ❖ James spoke of his work with a local church's community garden.
- ❖ James would also like to consider a sort of informational/educational 2-3 day trip to look at exemplary creation care sites and examples of ecological justice. Forrest recommended that he market this at Inhabit conference as a summer mini course
- ❖ Land transfer went through for 2017: Woohoo! (Thanks again to the Sines!)



❖ James has worked on clearing out the itinerant campers on the land, with local help. Reported damage to trees. Put up security cameras in two locations, as well as locks on the gate and “No Trespassing” signage.

❖ The board selected and affirmed the following board positions:

- Board Chair: Glen Palmberg (already affirmed)
- Vice Chair: Tim Hedberg (to be confirmed with him)
- Treasurer: Louise Conner
- Secretary: Forrest Inslee

#### Action

- James will try to connect to Randy Woodley per Lenore’s recommendation
- Glen will try connect with Covenant World Relief for possible association that could lead to funding
- Forrest will work with James to arrange involvement with Inhabit Conference
- James will connect with A Rocha to explore the basic name-association sort of partnership with them
- James and Forrest will meet on Feb. 2 on Camano with Jeff Ericson (Camano Island Coffee), and Dave Luebke (Plant with a Purpose)
- James will make efforts to meet one of the neighbor families to ask them to keep their eyes open, and to update them a bit
- Forrest and James will check with Sines about insurance for the land: Can they cover insurance on both theirs and Circlewood’s sections for the coming year?
- Glen and James will create a proposed plan to schedule board meetings for 2018
- James will approach Reubels about board membership
- Forrest will do a Doodle poll for next month – generally for the first two weeks of Feb., on a M W or F
- ***ALL board members need to submit to James a brief bio and statement of support for Circlewood’s website as soon as possible.***