



2012 Annual Report

At the end of 2012, Community Council looks back over its first five years of operation with a sense of having made a difference for the region between Burbank and Dayton and from the Snake River to Milton-Freewater.

Community Council's role is community-building—bringing people together to identify common needs, interests and challenges; to frame potential solutions; and to act collectively, to seek partners, and to build collaborations. Since Community Council's formal organization in 2008, its study process has provided the structure to deal with pressing concerns, and public involvement enables the process to be used time and again to meet multiple challenges. Studies and advocacy efforts are engaging our communities with social issues that affect students' educational attainment, with enhancing the economic vitality of the region, with reducing gang membership, and with improving citizen-government communication.

2012 was a period of consolidation and strengthening for Community Council. In addition to continuing the study-action process, the board of directors, committees and staff focused on organizational longevity by increasing the Council's financial stability, by promoting regional awareness of the study process and its results, and by working toward making the indicator website a useful public resource and a tool for measuring the effectiveness of the study process.

STUDY PROCESS

Implementation Task Force: *Value-Added Agriculture*

Chairman Mark James and task force members Sandra Cannon, Jennie Dickinson, Elizabeth Humphrey, Randy James, and John Mathwich wrapped up the advocacy for *Value-Added Agriculture* study recommendations with their final report to the public, November 7. Their final report documented action on 11 recommendations. These efforts ranged from centralizing access to historic crop information and resources, to gathering the region's economic development leaders for meetings with officials of the Economic Development Administration and economic development districts and marketing councils, to recruiting a lead agency for third party certification, and more. The full report is available at www.wcommunitycouncil.org.

Implementation Task Force: *Reducing Gang Membership through Prevention*

The 2011-12 study has served as a catalyst for discussions about a unified approach to dealing with gangs in this region. Co-chairs Jim Sporleder and Julia Leavitt and task force members Charlotte Bouta, Tim Copeland, Federico Diaz, Allison Davis-Gingell, Guy Gingell, Mark Higgins, Stan Hughes, Dorothy Knudson, Sarita McCaw, Larry Mulkerin, Eloise Phillips, Jose Quijano, Ted Richerzhagen, and Damien Sinnott have completed the first of two years' advocacy for measures to prevent gang membership. The study has been the catalyst for discussions about a unified approach to dealing with gangs in this region. One goal is to establish a group that will continue to focus on preventing gang membership after the Community Council task force wraps up in 2013.

2012-13 Study Committee: *Improving Communication among Citizens and Government*

Douglas Carlsen is leading the region's fourth study. Study Committee members include: Punkey Adams, Christian Bell, Nancy Butler, Linda Eki, Cindy Godard-Gross, Aubrey Hill, Carolyn Keyes, Ted Koehler, Sarita McCaw, R.L. McFarland, Linda Moats, Skip Nichols, Ralph Perkins, Bart Preece, Damien Sinnott, Dick Swenson, Jay Turner, Bob Withycombe, Robert Zagelow. City, county, port, and school district officials and state legislators have provided information about communication challenges and successes. Research into citizen experiences, the role of the media, and best practices will continue in 2013.

Enhancing the Educational Attainment of Our Region's Children

Community Council spends two years advocating for the implementation of recommendations developed with each study. After the Council's task force disbands, community members continue the work. A number of projects started by the first implementation task force (2009-11) are still being addressed by community leaders. Medical providers are still working together to find ways to meet the need for more psychiatric services in the region. Walla Walla Walla Public Schools (WWPS) and Blue Mountain Action Council have resolved legal and privacy issues so that the free and reduced lunch form can facilitate the matching of families who need social services with agencies that provide them. WWPS, with the help of Whitman College students, has completed a sex education curriculum survey.

INDICATORS

Walla Walla Regional Vital Signs is Community Council's dashboard of quality of life data. A committee chaired by Harvey Crowder is working to make this tool useful for the public and for measuring the effectiveness of the study process. Representatives of 10 entities in Walla Walla and Columbia counties have expressed interest in creating a combined set of community indicators and an annual community discussion based upon the data gathered. This project continues.

DEVELOPMENT

Financial stability

Increased emphasis on establishing long-term sustainability manifested itself in every action taken by board and staff during 2012. Individual contributions of \$33,917, nearly tripled the amount raised in 2011. Other revenue sources included memberships, sponsorships, grants, and fundraising events.

Community Council has been fortunate to receive funding from The Donald and Virginia Sherwood Trust that assists the Council's effort to build long-term financial stability. With strong participation of the community, Community Council met the 2011-12 challenge to raise \$80,000. Fundraising continues as the organization strives to raise another \$90,000 before June 30, 2013.

Other foundations and trusts generously awarded funding, totaling \$17,500, for Community Council projects:

General support: J.L. Stubblefield Trust, First Fruits Fund of the Blue Mountain Community Foundation

Value-Added Agriculture implementation: Yancey P. Winans Trust

Reducing Gang membership through Prevention advocacy: Mary Garner Esary Charitable Trust

Improving Communication among Citizens and Government Study: Earl and Lucille Blake Endowment Fund of Blue Mountain Community Foundation, Bonnie and Clifford Braden Foundation, Pacific Power Foundation, George T. Welch Trust

Promoting regional engagement: Clara and Art Bald Trust

Outreach

Events continued to offer opportunities to acquaint citizens with Community Council's mission and projects, to invite participation, and to generate operating revenue.

- Spring socials were held at Nine Trees Inn in Milton-Freewater and at Foundry Vineyards in Walla Walla.
- 170 Full Circle Celebration attendees applauded accomplishments of the second three-year study cycle.
- "Get acquainted with Community Council" events were held in Dayton, Touchet, Prescott, Waitsburg, and Burbank. Gatherings were held at the homes of Janet Ockerman and Joe Sowers of Touchet and Ann and Norm Passmore of Dayton and at schools in Waitsburg and Prescott. Walla Walla County Sheriff John Turner graciously invited us to be part of the September Sheriff's Roundtable in Burbank. At each, board and staff

answered questions about the study process and listened as community participants suggested topics for study and brainstormed ways they can play meaningful roles in the process.

The following heightened Community Council's visibility in the region:

- Mark James and Douglas Carlsen appeared separately on KUJ's "Walla Walla Live." Douglas was interviewed on KVEW-TV's morning show, The Times of Waitsburg featured Community Council. A guest column and letters to the editor appeared in the Walla Walla Union Bulletin. The Milton-Freewater and Walla Walla Valley Chambers of Commerce provided excellent coverage.
- Community Council's website, www.wcommunitycouncil.org, provides access to study committee and implementation reports, and general information about the study-action process, governance and mission. It has also been useful to those wishing to submit suggested study topics.
- Study and implementation reports were sent to media, community leaders and elected officials, funders, study speakers, study committee members and Community Council members.
- To help explain the study process and its potential, an appealing and information-laden marketing piece was developed for use at events and as an accompaniment to presentations and funding requests.
- Individuals and groups addressing community issues often mention Community Council. For example, Steven VanAusdler, Walla Walla Community College, complimented the Value-Added Agriculture study at a reception for the Washington Economic Development Commission. Research and analysis by Community Council serves as a reference for government and community leaders.

CORE CAPACITY ASSESSMENT

Community Council committed to participating in a program offered by Sherwood Trust. The multi-step opportunity included surveying the organization's current capacity and learning how to increase that capacity. The process sparked animated discussion about our needs and goals and will continue to inform our organizational planning.

BOARD of DIRECTORS and STAFF

Officers for 2012 were President Tom Sawatzki; President-elect Craig Christensen; Secretary Brian Dohe; and Treasurer John Cress. Other directors were Punkey Adams, Mary Campbell, Sandra Cannon, Harvey Crowder, Yolanda Esquivel, Kip Kelly, Vicky McClellan, Bill Neve, Tana Park, Marlene Ramsey, Mari Sanders, David Shannon, Damien Sinnott, Jay Turner and Patricia Yenny. Julie Reese continued as Executive Director. Mid-February, Cora Davidson joined the staff as Development Associate.

Balance Sheets

ASSETS	<u>2012</u>	<u>2011</u>	<u>2010</u>
Cash and Equivalents	\$ 113,217.70	\$ 86,112.53	\$ 26,844.98
Grant & Accounts Receivable	0.00	0.00	20.00
Temporarily Restricted Cash & Investments	<u>59,756.54</u>	<u>149,000.00</u>	<u>53,222.86</u>
TOTAL ASSETS	<u>\$ 172,974.24</u>	<u>\$ 235,112.53</u>	<u>\$ 80,087.84</u>
LIABILITIES			
Accounts Payable & Accrued Liabilities	\$ 0.00	\$ 30.05	\$ 1,382.39
Other Current Liabilities	2,526.62	2,130.71	2,503.86
Deferred Grant Revenue	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL LIABILITIES	<u>2,526.62</u>	<u>2,160.76</u>	<u>3,886.25</u>
NET ASSETS			
Unrestricted	110,691.00	83,951.77	69,038.75
Temporarily Restricted	59,756.54	149,000.00	7,162.84
Permanently Restricted	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL NET ASSETS	<u>170,447.62</u>	<u>232,951.77</u>	<u>76,201.59</u>
TOTAL NET ASSETS AND LIABILITIES	<u>\$ 172,974.24</u>	<u>\$ 235,112.53</u>	<u>\$ 80,087.84</u>

Statement of Activities-Combined

REVENUE	<u>2012</u>	<u>2011</u>	<u>2010</u>
Revenues			
Events	\$ 11,805.00	\$ 13,757.00	\$ 4,200.00
Interest Earned	118.48	829.92	2,766.02
Total Revenues	<u>11,923.48</u>	<u>14,586.92</u>	<u>6,966.02</u>
Public Support			
Donations	33,347.00	12,172.00	4,870.00
Grants	24,395.00	253,500.00	108,350.00
In-Kind Donations	12,177.84	13,447.00	14,612.00
Memberships	5,060.00	5,070.00	1,823.00
Sponsorships	3,850.00	4,200.00	0.00
Total Public Support	<u>78,829.84</u>	<u>288,389.00</u>	<u>129,655.00</u>
TOTAL REVENUE & PUBLIC SUPPORT	90,753.32	302,975.92	136,621.02
EXPENSE			
General & Administrative	15,526.24	20,265.36	25,218.90
Marketing & Promotion	10,214.81	7,948.09	7,112.33
Personnel	107,582.94	93,447.14	87,353.01
Program			
Indicators	3,716.13	7,115.17	8,520.62
Research & Projects	0.00	138.00	138.00
Study	9,566.15	17,311.98	5,591.30
Total Program	<u>13,282.28</u>	<u>24,565.15</u>	<u>14,249.92</u>
TOTAL EXPENSES	<u>153,257.47</u>	<u>146,225.74</u>	<u>133,934.16</u>
CHANGE IN NET ASSETS	<u>\$ (62,504.15)</u>	<u>\$ 156,750.18</u>	<u>\$ 2,686.86</u>