



## 2010 Highlights

2010 was a busy, productive year for Community Council—its committees tackled three important regional issues; increased awareness of its study-action process; and worked to build financial stability.

### STUDY PROCESS

#### **Implementation Task Force: Enhancing the Educational Attainment of Our Region's Children**

The study process is a 3-year cycle, and 2010 found Community Council's first implementation task force making headway toward the goals established by the 2008-09 study committee. Led by Chairman Robert Zagelow, four subcommittees are addressing goals related to community awareness, education and parenting, housing and mental health. Subcommittee chairs are Cindy Godard-Gross, Samantha Bowen, Kate Bobrow-Strain, and Richard Pankl, respectively. An interim report about the work of the task force was made at the January 20, 2011 annual meeting; a final report will be published Fall 2011.

#### **Study 2009-10: Value-Added Agriculture**

For 27 Tuesday evenings between November and May, the 2009-10 Study Committee met to research and analyze how creating value-added businesses that use agriculture resources could improve the economic vitality of the region. The study was guided by management team members: Jon Campbell, Tim Gibson, John Mathwich, Lanny Ptacek, Steven Woolley, and Clive Kaiser. Chairwoman Mari Sanders presented the committee's findings and recommendations for action to about 90 attendees at the September 8 Study Report Luncheon. The study report was published in an visually-exciting, readable format designed by Coffey Communications and is also available on Community Council's website, [www.communitycouncil.org](http://www.communitycouncil.org). Stakeholders, Community Council members, funders, presenters, study committee, elected officials, media, and interested members of the public received copies of the report. The implementation task force will use it to support its advocacy efforts in the next two years.

#### **Implementation Task Force: Value-Added Agriculture**

Chairman Mark James is leading the effort to advocate for the implementation of the *Value-Added Agriculture* study recommendations, working with task force members: Jon Campbell, Sandra Cannon, Curtis Coombs, Jennie Dickinson, Tim Gibson, Elizabeth Humphrey, Randy James, John Mathwich, and RL McFarland. Their 2-year stint will continue through 2012.

#### **Program Committee**

After five meetings discussing ideas submitted by the public, the Program Committee recommended two potential study topics for the Community Council Board's final decision. The Board adopted the committee's first choice: "How can prevention and rehabilitation efforts reduce gang membership and the impact of gangs in the region?" as the 2010-11 study topic. Committee members included: Chairman Tom Sawatzki, Richard Bradley, Ron Brown, Jesse Burgess, Mary Campbell, Jovanna Centre, Sandra Graham, Kay Hicks, Mark Higgins, Julia Leavitt, Roger Lizut, Abby Muro, Skip Nichols, Donald Priest, and Mary Wollmuth.

#### **2010-11 Study: Reducing Gang Membership Through Prevention Efforts**

Chair Rick Griffin recruited the following study management team to guide the *Gang Prevention* study: Roger Esparza, Leigh Hernandez, Julia Leavitt, Peggy Sanderson, Damien Sinnott, and Sandy Trentham (board liaison). They narrowed the study's topic to focus specifically on prevention. Eighty people attended the first session but attendance soon settled to 40 participants weekly. The group is learning about gangs from the perspective of community leaders, schools, law

enforcement, justice system, corrections, and gang members and their families. Local prevention activities and resources, as well as best practices in other communities, will round out the research portion of the study. Committee members will then develop recommendations for community action based upon what they have learned.

#### **INDICATORS**

Walla Walla Regional Vital Signs, [www.walla2regvitalsigns.org](http://www.walla2regvitalsigns.org), Community Council's dashboard of quality of life data, was updated and maintained by Eastern Washington University.

#### **DEVELOPMENT**

In addition to focusing on the study process, the board and staff prioritized work in two key areas during 2010: working toward long-term financial stability and increasing public awareness.

##### *Financial Stability*

**Membership:** During the year, Community Council had 218 members. Measured against 69 charter members in 2008, growth has been steady.

Donors numbered about the same as 2009, but the amount donated was about one-third of 2009. Fifty-two donors gave \$5,040, as compared to \$14,568 in 2009. In-kind donations provided more than \$14,000 of gifts and services.

A new donor program, Community Partners, began with a small group of business people visiting about Community Council over coffee. Two sizeable financial gifts have resulted (received in 2011), as have significant gifts of services. One of the gifts was a 3-year pledge.

Foundations continued to be generous. Grant awards, totaling \$107,350, were received from: Blue Mountain Community Foundation, Clara and Art Bald Trust, J.L. Stubblefield Trust, Mary Garner Esary Charitable Trust (2 grants), Pelo Foundation, Sherwood Trust (3<sup>rd</sup> installment of a 3-year grant), Wells Foundation, Wildhorse Foundation, and Yancey P. Winans Trust.

Spring and Fall friend-raising socials were held, each bringing together about 100 friends to explain and celebrate Community Council's role in community improvement in the region.

##### *Outreach*

The following steps were taken to heighten Community Council's visibility in the region:

- A vibrant new website, [www.wvwcommunitycouncil.org](http://www.wvwcommunitycouncil.org), was designed and is hosted by Coffey Communications to provide constant access to the organization's news.
- Attractive new brochures, designed by Kate Morrison, are available in English and Spanish. Norma Adams provided the Spanish-language translation.
- Jan Foster has been preparing a monthly newsletter which is sent to members.
- A PowerPoint presentation was developed for use in community outreach.
- Presentations were made to Walla Walla Exchange Club, Altrusa of Walla Walla, Milton-Freewater Rotary Club, and Latino Forum.
- An all-out effort was made to promote participation in the 2010-11 gang study. At the end of its week-long gang series, the Union Bulletin ran a column to let people know that gangs would be the 2010-11 study topic. Business owners were encouraged to send participants. Posters were placed throughout the region. Information was provided to all Community Council members, elected officials, media outlets and chambers of commerce, regional non-profit organizations, and to all of Walla Walla Chamber Leadership program's alumni. The week before the study, there was front page Union-Bulletin and KNDU-TV coverage, and guest appearances were made on KTEL's and on Blue Mountain TV's talk shows. KVEW-TV covered the first study session with a news story and interviews. Presentations were made to a variety of community organizations. Word of mouth also worked well this year.
- The Walla Walla Trends newsletter featured an article about Community Council's use of indicators to measure implementation results and identify issues for study. Dr. Patrick Jones, Executive Director of Eastern Washington University's Institute for Public Policy and Economic Analysis, mentioned the website and its use in his presentation about Walla Walla Trends to the Walla Walla Noon Rotary Club.

- Regular appearances on KTEL's "On the Grapevine" brought listeners up-to-date on various Community Council activities.

#### **BOARD AND STAFF**

President Jay Turner has led the 2010 activities of Community Council's hardworking board of directors. Abby Muro and Tom Sawatzki served as secretary and treasurer, respectively. Directors were: Punkey Adams, Roger Bairstow, Leslie Brown, Mary Campbell, Sandra Cannon, Craig Christensen, Yolanda Esquivel, Jan Foster, Terry Heisey, Wilma Hepker, Clive Kaiser, Kip Kelly, Noah Leavitt, Matt McKern, Lisa Ronnberg, Sandy Trentham, and Pat Yenny. Appointed in November to fill unexpired terms were: Kevin Bayne, John Cress, Brian Dohe, and Marleen Ramsey.

Most of Community Council's activities are involved with the Study Process: topic selection (program committee), research and analysis (study phase), implementation of the recommendations, and monitoring the region's quality of life. Though Community Council will not complete the first full 3-year cycle until the end of 2011, the Board of Directors has been monitoring how the process is working for our region and making needed adjustments to the process and to the Council's operations. The Board started the year with an orientation and training retreat. Since that time, portions of each monthly Board meeting have dealt with study process challenges—recruitment, training, promotion, funding, and accountability. In November at a retreat facilitated by Suzanne Schafer, the Board began detailing strategic goals for the next 3-5 years.

Community Council is committed to facilitating residents' participation and to ensuring that a study will not become just another report gathering dust on the shelf. Since its activities are citizen-driven and because the community is tied firmly to agricultural and to education calendars, the study phase (weekly sessions) will continue to avoid the summer months. The implementation task forces work with a flexible, self-determined schedule year-round.

Maintaining momentum with a volunteer process requires on-the-scene presence, behind-the-scenes support, and cheerleading along the way. Between August 2008 and mid-November 2010 when Gretchen Hormel-Tomkins joined the staff, Executive Director Julie Reese was Community Council's only employee. Community Council was also fortunate to have Whitman College student Kristie Smith volunteer a few hours each week during the winter and spring months.

## Balance Sheet

ASSETS	2010	2009	2008
Cash and Equivalents	26,844.98	\$ 70,244.47	\$ 84,207.00
Grant & Accounts Receivable	20.00	0.00	9,000.00
Temporarily Restricted Cash & Investments	<u>53,222.58</u>	<u>95,775.04</u>	<u>181,810.67</u>
<b>TOTAL ASSETS</b>	<b><u>\$ 80,087.54</u></b>	<b><u>\$ 166,019.51</u></b>	<b><u>\$ 275,017.67</u></b>
<b>LIABILITIES</b>			
Accounts Payable & Accrued Liabilities	\$ 1,382.39	\$ 168.20	\$ 0.00
Other Current Liabilities	2,503.66	2,336.68	2,676.20
Deferred Grant Revenue	0.00	90,000.00	180,000.00
<b>TOTAL LIABILITIES</b>	<b><u>\$ 3,886.25</u></b>	<b><u>\$ 92,504.78</u></b>	<b><u>\$ 182,676.20</u></b>
<b>NET ASSETS</b>			
Unrestricted	\$ 69,038.75	\$ 55,481.62	\$ 45,215.80
Temporarily Restricted	7,162.84	18,033.11	47,125.67
Permanently Restricted	0.00	0.00	0.00
<b>TOTAL NET ASSETS</b>	<b><u>\$ 76,201.59</u></b>	<b><u>\$ 73,514.73</u></b>	<b><u>\$ 92,341.47</u></b>
<b>TOTAL NET ASSETS AND LIABILITIES</b>	<b><u>\$ 80,087.54</u></b>	<b><u>\$ 166,019.51</u></b>	<b><u>\$ 275,017.67</u></b>

## Profit & Loss

REVENUE	2010	2009	2008
Program Revenues			
Events	\$ 4,200.00	\$ 0.00	\$ 0.00
Interest Earned	<u>2,768.02</u>	<u>111.29</u>	<u>1,931.17</u>
Total Program Revenues	6,968.02	111.29	1,931.17
Public Support			
Donations	\$ 4,870.00	\$ 4,245.00	\$ 2,915.00
Grants	108,350.00	100,700.00	145,000.00
In-Kind Donations	14,612.00	9,772.97	13,997.20
Memberships	1,823.00	1,600.00	750.00
Sponsorships	0.00	750.00	0.00
Total Public Support	<u>\$ 129,655.00</u>	<u>\$ 117,067.97</u>	<u>\$ 162,662.20</u>
<b>TOTAL REVENUE</b>	<b>\$ 136,621.02</b>	<b>\$ 117,179.26</b>	<b>\$ 163,993.37</b>
<b>EXPENSE</b>			
General & Administrative	\$ 25,218.90	\$ 17,388.67	\$ 26,217.83
Marketing & Promotion	7,112.33	587.99	4,306.30
Personnel	87,353.01	85,126.29	98,324.72
Program			
Indicators	8,520.62	25,365.21	1,369.39
Research & Projects	138.00	192.00	508.66
Study	<u>5,591.30</u>	<u>10,570.21</u>	<u>925.00</u>
Total Program	<u>\$ 14,249.92</u>	<u>\$ 36,067.42</u>	<u>\$ 2,803.05</u>
<b>TOTAL EXPENSES</b>	<b>\$ 133,934.16</b>	<b>\$ 139,970.37</b>	<b>\$ 71,651.90</b>
<b>NET OPERATING INCOME</b>	<b>\$ 2,686.86</b>	<b>-\$ 22,791.11</b>	<b>\$ 92,341.47</b>
<b>NET INCOME</b>	<b>\$ 2,686.86</b>	<b>-\$ 22,791.11</b>	<b>\$ 92,341.47</b>