

**MCC Executive Board Retreat Minutes  
May 14, 2016  
137 S. Marketplace Blvd Lansing MI 48917  
Chaired by: Raymond Davis, President**

**Executive Board Members:**

Brad Arbuckle	Charles Truza	Gene Dillenbeck
Lonnie Herrington	Roy More	Jim Smithwick
Stephen Harris	Ron Blaisdell	Michael Yost
Greg Dunn	Wayman Britt	Michael Weber
James Huttenlocher	Brad Simmons	Ray Davis
Kevin E. Will	Jack Chandler	

**Staff:**

Brian Nastase	Frank Reigelman	Gary Gilger
Matt Thornton	Whitney Rann	Paul Schwartz
Kevin Nichols	Mike Chaffee	

**Guest:**

Adam Dutkiewicz	Ron Coleman	Bernie Gerber
Brian Wertz		

Ray Davis, President, called the meeting to order at 8:12A.M.

**Acronyms:**

<b>MCC</b> -Michigan Crossroads Council	<b>USE</b> - Unit Service Executive
<b>FSC</b> -Field Service Council	<b>DE</b> -District Executive- (Position replaced by USE)
<b>VP</b> - Vice President	<b>FOS</b> - Friends of Scouting
<b>YPT</b> - Youth Protection Training	<b>HOS</b> - Hooked on Scouting

**Executive Board Approved Actions:**

1. A motion to approve the consent agenda.  
Motion: Greg Dunn                      Second: Ron Blaisdell

**Motion Approved Unanimously**

2. A motion to approve the Major Gift proposal. This would allocate \$400,000 from the sale of Muscootah and Thornton farms to hire additional members to the Major Gifts team.

Motion: Steve Harris                      Second by: Ron Blaisdell

**Motion Approved with 9 in favor and 4 opposed.**

**Declared meeting adjourn at 2:41 P.M.**

**Discussion Items:**

**Welcome**

Raymond Davis, President, opened the meeting. Ray discussed the importance of a team approach. No tolerance for sniping. Ray set an expectation that everyone needs a succession plan. Officers must email Ray with progress goals and their succession plan. Once each process goal is completed, check the box on the progress chart (stored at the MCC office, in the conference room). All FOS pledges need to be paid A.S.A.P- no later than June.

Brad Arbuckle was asked to draft a M.O.U. for new FSC presidents. The FSC presidents were asked to facilitate the monthly meetings with Ray. Ray will run the meeting every other month.

When working with the Strategic plan, each department needs to have 2 progress goals that will be sent to Ray Davis once completed. Ray will begin to contact each FSC to address the progress goals and personally assist where needed.

## **Revenue Generation**

Budget reforecast will be done with each FSC. Right now WW is at 73% of FOS, PF is at 73%, SS is at 57%- only one district hit FOS goal, and GL did not give a percentage. Chuck Truza discussed that only 18% of units participate in FOS council wide. We are underutilizing FOS and the people who are already committed. Volunteers making the unit asks, remains the best method. Our recent trial with card readers have proven to be effective at FOS presentations.

Revenue Solutions- Wayman Britt suggested that Ray, his FOS team leads, and the FSC presidents hold a phone in meeting. The meeting would last 1-2 hours, once a month. The first call will be to discuss what we need to do in the next 2-3 months to stick to the plan.

Membership fees on a Council level was suggested. For this to happen, National would need to change the By Laws. The MCC Board would need to submit a letter to National asking for this change. Jim Huttenlocher will draft what they are doing in GL. He will also send the fee “blueprints”. Another suggestion was to review the YMCA’s membership policy and model after that. Minimal details on the policy were given. Donor recognition is a piece we have taken away but should consider revisiting the idea. One idea that was shared is VIP treatment for the 25% of top donors that currently give. This treatment would start with a 2-3 year commitment.

## **Popcorn**

WW has one district that will be a pilot district for 100% online sales. This district has a variety of clients- urban and rural.

## **Major Gifts**

Gary Gilger discussed the major gifts proposal. He shared, the MCC has already added a part time grant writer due to excessive amount of opportunity and workload for the current grant

supervisor. The grant writer will provide research, donor cultivation, grant support, and donor stewardship. How the grants will be worked along with money allocation was also discussed. The major gift proposal was for the board to set aside the \$400,000 from the sale of surplus property, Camp Muscootah and Thornton Family Farms, into a fund to provide resources to hire additional staff responsible for major gift solicitation. The first position to be added would be a development assistant/researcher. Other positions would be added as benchmarks are met outlined in the proposal. Funds used from the sale of the two surplus properties will be repaid. It is understood the loan of proceeds from the sale of surplus properties is a one time event and is not an activity supported by either the Properties or Outdoor Adventure committees with regard to the sale of any other surplus properties.

Gary Gilger was asked by Ray Davis to create a few conditions to this proposal. Those conditions are; the Major Gift team talks with local FSC's for input and suggestions prior to donor cultivation. The FSC's must be brought in to the conversation before any ask will be made. The MCC would not add additional major gift officers until benchmarks set in proposal are met. The decision was made to set aside the \$400,000. The funds would go into an account for future expenses. The board would be able to change their minds on where the \$400,000 goes as they see fit.

Gary Gilger was asked to share the prospect clearing tracking sheet with the FSC Presidents. Currently there is no minimum for the endowment gift but \$50,000 is needed to start a fund for a specific purpose. Gene Dillenbeck raised the point that no additional budget was planned for major gifts. Funding for Major Gifts would come out of the sale proceeds from Camp Muscootah and Thornton Family Farm Camp.

Jim Huttenlocher was asked to prepare a Scout fee proposal with the assistance of Brad Arbuckle and Bernie Gerber. This letter will be drafted, brought to the Board then sent to National.

### **District 365**

A summit was held in March for District 365. Attendance was great with at least one person from every district. Currently our districts are at 11% of capacity. We need to get our districts recruiting volunteers to reach the 22% of positions filled. The importance of on-boarding for volunteers and especially new USE's was discussed. Each FSC will have a chart to show where their employment is. Still waiting on one FSC for information. Better HR support was suggested by Brad Simmons. Brad pointed out the importance of finding the money to hire someone in this position. Keeping community relationships as a front focus will help us in many areas where we struggle currently.

### **Marketing**

In marketing, we currently have 3 people who are leaving for other opportunities. We are losing Beth Hunter- Director of marketing. Chuck Truza discussed his current concerns about how the team will function once Beth's direction is gone. We need to maintain focus on using the website to place marketing needs. Two of Chuck's goals are: Establish networks and Integration with the MCC and FSC's. Working more as one cohesive team.

Our website is still running a number of tests to see what our audience is wanting. One current issue is that search engines are not connected to Black Pug. This currently requires a work around. We currently have 38,000 people on the site. Mark Benner recently signed on as a volunteer.

Ray Davis suggested that outdoor adventure has a progress goal to put the leader guide on the website by October 1<sup>st</sup>. It was also suggested that the best practice task force update the “old booklet” to become a one page document for distribution.

## **Properties**

The disposition of any property valued over \$250,000 will require Board action. It is suggested that if the camp is not being occupied, we sell when over that threshold. An exchange of the land policy can also take place. When the Board makes the decision to sell, then they will also decide what to do with the proceeds. We need to focus on the net amount, after signing fees, back taxes, liens, etc. The policy makes sure that the council commits and follows our plan as we decide to sell camps.

Thornton Family Farm Camp did not hit the \$250,000 threshold but Muscootah was worth that value prior to the sale. Brad Arbuckle would agree that we need this policy. It would be similar to a liquidation policy.

Current professional offices that are on the market include: Flint, Auburn, and Traverse City.

Looking to build a new office in the Kalamazoo area. Current closed camps

include: Teetonkah, which comes with stipulations to keep it in the community. We would attach a reverter clause to the future operator of Teetonkah, so the property could not be sold by another party. Kiwanis will revert to the Lansing Kiwanis club. Greilick is leased from the Traverse City Rotary Charities and will be returned to them upon closure. The club is seeking other partners to operate the camp. The hunting lease at Lost Lake Scout Reservation is generating sufficient revenue to cover operating expenses at this time.

A discussion on camp Agawam proceeds from the sale took place. Currently the funds are in endowment. The fund is producing approximately \$35,000 annually for Outdoor Adventures. Chuck Truza was respectfully asked to revoke his motion about the sale proceeds from Agawam.

**Adjournment**

Raymond Davis President, without objection declared the meeting adjourn at 2:41 PM.

Respectfully submitted by: \_\_\_\_\_

Approved by: \_\_\_\_\_ on \_\_\_\_\_  
Matthew Thornton Date  
Scout Executive/CEO

\_\_\_\_\_ on \_\_\_\_\_  
Raymond Davis Date