

**STAY MWV Minutes**  
*1/13/2020, 5:15pm – MWVCC*

Members Present:

Jessica Wright	Amanda Dubbs	Ian Ferguson	Meghan Moody
Kara Couture	Janice Crawford	Heather Clement	Trevor Sullivan

Guest – Marianne Jackson of Homeshare MWV-Gibson Center

- Marianne provided us with an overview of the homeshare program, which seeks to serve the affordable housing needs of both our workforce and aging populations. The program matches homeowners with renters in a mutually beneficial relationship.
- To date, there are several applicants, but no agreements have been entered into as of yet
- The mission of Homeshare MWV meshes with that of STAY MWV in that it may provide a means of helping young professionals find affordable housing in the Valley.

Committee Roles

- Motioned was made by Trevor to elect formal roles and an application review committee too. Seconded by Ian. Motion carried.
  - Offices:
    - Chair – Jessica Wright
    - Vice-Chair – Meghan Moody
    - Secretary – Heather Clement
    - Treasurer – Amanda Dubbs
  - Application Process Review Committee to report back to STAY MWV after meeting to review of form, content and process.
    - Meghan Moody
    - Kara Couture
    - Ian Ferguson
    - Beth Carpenter

Fundraising Update

- Matching Donation – an anonymous donor has offered a \$10,000 match
  - Match cannot be placed in endowment
  - We should use match in our marketing to help others understand that the importance of what we do is being recognized
  - Funds we raise in addition to the match may be put into the endowment
- Update on Trevor’s research into endowment
  - Endowment would allow us to begin growing funds through investment
  - Potential provisions:
    - Use the interest and dividends only after five years

- At least \$3,000 per year must be used for student loans
  - Motion was made by Ian and seconded by Amanda to allow Trevor to move forward with the process of looking into an endowment. Motion carried.
    - Trevor to create RFP by end of day 1/14/20 and email to committee
    - If more than half of committee members agree, RFP can be approved via email
    - Will be sent to miscellaneous financial advisors, including some known to committee
- End of Year Appeal
  - This will be put on hold until after endowment is in place – Spring of 2020
  - Each member is challenged to have a conversation with one person about STAY MWV
    - Work on elevator pitch
    - Can send pitch to Jessica or Meghan for critiques, role playing, suggestions, etc.
- New Events
  - Possibly a cocktail hour with hors d'oeuvres for a suggested donation
- Wild NorthEast Launch Party
  - Date TBD, to be held at Tuckermans – Ian to let us know when date is determined
  - Proceeds to benefit STAY MWV/Thrive
  - Food truck
  - STAY will share a table with Outdoor Fest
    - Volunteers needed to staff
- Business to Business Expo
  - 4/21/20, 4-8pm @ North Conway Grand
  - STAY can have a small space, but need to be sure we can staff it
  - Theme: Taking Care of Ourselves & Our Resources
- Flatbread Event – 2/4/20
  - Proceeds to benefit STAY MWV
  - Shifts
    - 4:30-6:30 (Heather, Jess)
    - 5:30-7pm (Ian)
    - 6:30-9pm (Meghan, Kara, Amanda)
  - Jess & Meg to handle marketing
    - Conway Calendar
    - Chamber Connection
    - Facebook Event
    - Blast Email
  - Will do 50/50 raffle
  - Jess to get signage to Flatbreads the week before

- White Mountain Outdoor Fest
  - June 4-7, 2020
  - We will discuss fundraising opportunities at a later date
- Knockerball Tournament
  - There was some interest, but after event had cancelled
  - Best way to secure participation is door to door promotion
  - Back burner for now, will try again at a later date

#### Outreach

- Continue to secure commitments for old & new scholarships (assistance)
  - Chalmers has offered \$500 assistance
    - Heather to check with Tia Gagnon to see if ok to pair up with another professional service donor for greater impact
- Rotary in Oxford, ME would like us to come present how they can start a program in their area. Jess is presenting to them in March.

#### Update on Thrive

- Basically is just Janice at this point as all members have quit
- Janice to find students who can benefit and distribute assistance

#### Leadership MWV

- 2020 class is in session
- Fundraising committee will be presenting options
- Money raised to be split between STAY and THRIVE
- Eastern Propane is offering tuition assistance for Leadership class

#### Next Meeting Date

- Monday, 2/3/20 @ MWVCC

Meeting adjourned 7:15 pm