



MEETING NOTES  
Vernonia Schools Oregon Solutions Team

October 13, 2009  
2:00 – 4:00 p.m.  
Scappoose Public Library

ATTENDING

Sharon Bernal, Ken Cox, John Donovan, Steve Effros, Mark Ellsworth, Eric Friedenwald-Fishman, Bill Haack, Maribeth Healey, Tony Hyde, Sen. Betsy Johnson, Tom Kelly, Alissa Keny-Guyer, Priscilla Lewis, Steve Marx, Dawn Plews, Gordon Smith, Dylan Vaughn, Janet Wright, Bob Young

NOTES

An expanded version of the OS Executive Committee met to continue forming the short and long term goals of Phase 2: the fundraising phase of the Vernonia Schools project. The main goals of the meeting were to update everyone on the site and building design activities, the Bond campaign, the fundraising efforts to date, the introduction of the newly-contracted Fundraising Council, the groundwork for expanding participation in Phase 2, and plans for a Nov 4<sup>th</sup> celebration in Vernonia.

Site & building design updates: Steve Effros reported that Boora is in its last week of schematic design for the building. The wetlands survey is ongoing; Steve, Mason, Bruce, Girard (MBG, wetlands consultant) and Fritz will meet with the Army Corps of Engineers and DSL on Oct 21. Steve and MBG are coordinating with Jim Johnson and Bob Young to submit the Wetland Mitigation study on the Mill site by Nov 1. The NEPA (National Environmental Policy Act) “limited” study of noise, visual, archeological impact is starting and costs \$20,000. There will be a more in depth study (building on this initial one) once funding for the building is more secure. The project will invite PSU to provide in-kind support, such as archeological work, and will involve DEQ.

Fundraising to date: It is critical that we track down all past donations to the schools AND flood relief in order to thank donors, invite them to the Nov 4

celebration (if possible) and approach them for future gifts. See Action Steps below for who will follow up with each source of donations to date. Cong. Wu has secured some appropriations and will continue to do so.

Hiring of Metropolitan Group as fundraising Council: Tony Hyde asked Sen Betsy Johnson to report on the process (which included Sen Johnson, Tony Hyde, Ken Cox, Jim Krahn, Bill Haack and Alissa Keny-Guyer) of interviewing 5 firms. Metgroup ([www.metgroup.com](http://www.metgroup.com)) was selected in part because of its significant experience in working with the public and private sector to conduct capital campaigns for public sector projects such as libraries. The Vernonia School Board approved the contract with Metgroup on Oct 8. Tom Kelley introduced Eric Friedenwald-Fishman and John Donovan, the two company principals who will work on this project. Eric will serve as the “30,000 foot level” advisor, while John will serve as the daily contact.

Eric and John discussed their plans to develop a road map over the next month. They will work with Alissa and the OS executive team to develop the governance structure to pursue the various local, state, federal and private resource streams. They stressed the importance of using the next month to 1) ensure that we do everything possible to pass the bond, since no one will donate if the “family” doesn’t; 2) use this time to “prime the pump” to get the rest of Oregon (and other interested parties across the nation) to step up once Vernonia does.

To accomplish these short term goals, an editorial board meeting will be set up with Tony, Tom, Sen Johnson, Ken and Dylan to focus on those two messages, and a Bond victory celebration will be set up on Nov 4 to thank the town and to generate excitement for the next phase of fundraising to fill the \$24 million gap. The Nov 4 celebration will be held at the new site with speakers, students bussed in, and media coverage.

Longer term, we need to research and start a database of old lumber and mill families in the region, alumni from the Vernonia Schools, summer camp alumni and organizations, foundations and businesses with an interest in the region or in sustainable communities, media contacts, and potential in-kind support (which must be secured BEFORE the bidding process). We also need to identify the financial vehicle(s) which will receive and manage the donations.

## NEXT STEPS

<u>Who</u>	<u>Task</u>
Everyone	Report any donations (and background) you

know to Bill Haack

NEXT STEPS continued

<u>Who</u>	<u>Task</u>
Bill Haack	Get past donations from US Bank for Community Action Team's recovery efforts; Get Unmet needs donors through County-sponsored fund; Track the list of all donations to list;
Bill Haack cont.	Contact Tribune, Spotlight, Enterprise Courier, Argus Courier about Nov 4.
Dawn Plews	Get past donations made to school district, such as Beaverton 4-Square Church
Dylan Vaughn	Get a student rep at each OS monthly meeting; Get students to develop a web page (ideally with webcam showing the current state of classrooms, and the progress of the site and building development
Ken Cox	Will support the student website; will inform the schools, school board and Clark (paper) about the Nov 4 celebration; will work on role for kids at the Nov 4 celebration.
Sharon Bernal	Will continue monumental task of passing the bond! Will handle logisitics for Nov 4 celebration: tents, microphone, stand, colors, invites
Janet Wright	As assistant to Tony, is available to assist with grant writing if needed
Alissa Keny-Guyer	Before Bond vote: Call former team members, thank them for their service, update them on Phase 2, gauge interest in future participation
Mark Ellsworth & Alissa Keny-Guyer	Meet with Congressional field staff and update them on projects

Bill Haack & Alissa

Refine team contact sheet