

KINGFISHER COMMUNITY SOCIETY  
BOARD OF DIRECTORS  
BOARD DEVELOPMENT/WORK PLANNING  
FEBRUARY 2, 2019 KINGFISHER HALL

MEETING SUMMARY

Present: Megan Martin, Brenda Heywood, John Heywood, Dee Caswell, Marion Fernandez, George Jameson, Greg Clark, Dirk Campagnolo, Murray MacDonald

Facilitator: Laura Jameson

- 1.0 Welcome, housekeeping, Agenda Review
- 2.0 Brief discussion of the purpose of the organization. General agreement that the current Mission Statement is sufficient to reflect the purpose of the work.
- 3.0 SWOT Analysis of KCS (attached)  
Strengths  
Weaknesses  
Opportunities  
Threats
- 4.0 Identification of Priorities (attached)
- 5.0 Next Step planning and closing comments
  - a) Laura will summarize the proceedings and forward to participants
  - b) Laura will follow up on the goal of volunteer development and forward some ideas to achieve this goal
  - c) the Directors will discuss follow up activities at their next Directors meeting. Follow up may include another planning session which is open to the community

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>-Active organization</li> <li>-Diversity of people</li> <li>-Volunteers</li> <li>-Traditions</li> <li>-Adaptive</li> <li>-Open and Inclusive</li> <li>-Physical resources: hall, school, land</li> <li>-External relationships and resources</li> <li>-Ongoing upgrading of infrastructure</li> <li>-An umbrella organization for other community groups</li> <li>-Support given to individual community members and families in need</li> <li>-Good tracking of event data</li> <li>-Volunteers who take an idea from start to finish</li> <li>-Supported by the Regional District of the North Okanagan (RDNO)</li> <li>-Financial support from RDNO</li> <li>-70 years of experience as an organization</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>-Aging leaders and volunteers with no succession planning</li> <li>-Community is missing a generation of leaders</li> <li>-Not enough knowledge transfer</li> <li>-Lack of transition/mentoring for Directors</li> <li>-Not adapting our structure to the seasonal population base</li> <li>-No system in place for the organization to engage volunteers</li> <li>-Being a Director is not viewed positively</li> <li>-Lack of system to encourage shorter terms for Directors eg. 2 year term</li> <li>-Work load for putting on events is concentrated on the Directors</li> <li>-The expectation that regular events will happen every year</li> <li>-Changing times and more at home entertainment options contribute to reduced participation and volunteerism</li> <li>-Not making the most of the volunteers we have</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>-Keep the essentials alive</li> <li>-Diverse, energetic, skilled volunteers – young and old</li> <li>-Ability to adapt our structure to meet the changing community eg. seasonal residents</li> <li>-Ability to continue to change structure as needed</li> <li>-Skill development for volunteers</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>-50% of funds provided by RDNO</li> <li>-Aging leaders and lack of succession planning lead to sustainability concerns</li> <li>-Current leadership structure- longer terms of service, workload</li> </ul>

## KINGFISHER COMMUNITY SOCIETY PRIORITIES 2019

**Preamble:** The Kingfisher Community Society operates from strength and health based on 70 years of service to the community. The 2019 Directors are acting proactively to maintain the sustainability of the organization by adapting and growing as the community evolves and changes.

<b>Volunteer Development</b> <b>Goals:</b> 1. To engage more community volunteers to expand the volunteer base 2. To develop the leadership skills of existing volunteers	<b>Structural Reorganization</b> <b>Goal:</b> To increase the participation of members on the KCS Directors	<b>Community Engagement</b> <b>Goal:</b> To increase involvement of all ages in KCS and its events and activities
<b>Actions</b> - Develop a strategy and tools for recruitment and retention of volunteers - Identify systems and actions to improve volunteer engagement eg. a volunteer coordinator role - Identify the needs and opportunities for volunteers and connect those volunteers to event organizers - Support current volunteers to develop leadership skills to lead a community event - Recruit a volunteer ‘volunteer coordinator’ - Identify ongoing roles currently held by a Director that could be held by a volunteer and recruit for that role -Develop and implement methods to recognize and celebrate volunteers	<b>Actions</b> - Implement flexible terms for KCS Directors including Shared Director role, Seasonal Director role, Absentee Director role. - Communicate the 2-year term as an accepted and valued term for Directors - Review roles and responsibilities of Directors to determine if some responsibilities can be transferred to a volunteer or paid role - Improve the messaging about what it means to be a Director eg give information about the time commitment, opportunities, responsibilities - Develop systems for knowledge transfer including mentoring and documentation -Review and update policies - Develop an orientation process for new Directors eg. orientation package and mentoring	<b>Actions</b> - Support young people to get involved by “letting them do it their way” -Communicate that new ideas are welcome and explain how an idea can be implemented eg. steps to plan and put on a new event - Implement an Ambassador role to offer personal connection and information about KCS, its activities and events, and how to get involved eg. have an identifiable person at a table at the farmers market and summer events