

**WESTCHASE DISTRICT COMMUNITY FUND**

**AGENDA**

March 8, 2023

**TO: THE BOARD OF DIRECTORS OF THE WESTCHASE DISTRICT COMMUNITY FUND AND TO ALL OTHER INTERESTED PERSONS:**

Notice is here by given that a meeting of the Board of Directors of the Westchase District Community Fund (the “Corporation”) will be held on Wednesday, March 8, 2023, at 12pm, in the Westchase District Conference Room – 10370 Richmond Avenue, Suite 1350, Houston, TX 77042, open to the public, to consider, discuss and adopt such orders, resolutions or motions, and take other direct or indirect actions as may be necessary, convenient, or desirable with respect to the following matters:

1. **Call to Order.**
2. **Guests.** Introduce guests, if any.
3. **Westchase District Update Report.** Receive a report on Westchase District.
4. **Administrative Report.** Review and approve the minutes of February 15, 2023 meeting. Review and approve Treasurer’s report.
5. **Donation Submission(s).** Receive donation request(s), if any, from our community.
6. **Pillars**
  - a. GIVING
  - b. PARTNERSHIP
  - c. EVENTS
    - i. Discuss Corporate Challenge, April 14<sup>th</sup>
  - d. WEBSITE/SOCIAL MEDIA/OTHER
7. **Reminder:** Director 2023 Contributions are due.
8. **Upcoming Board Meetings.** April 5<sup>th</sup> 12pm, May 3<sup>rd</sup> 7:30am
9. **Adjourn.**

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Louis Jullien, Director

# **WESTCHASE DISTRICT UPDATE**

## **MARCH 2023**

### **STREETSCAPES**

- Westheimer – June 2023
- Meadowglen – Design 2023

### **SECURITY**

- Security Technology Study

### **STAFF UPDATES**

- Communications Director – Chris Nelson
- Projects Director – Jesse Murphy
- Admin Assistant – John Estrada

### **WOODCHASE PARK**

- Next major event – Spring Break, March 13-March 17, 10am-2pm each day

### **CAMDEN PARK**

- Construction underway
- Completion Fall 2024 / Early 2025

### **CORPORATE CHALLENGE**

- April 14, 2023
- April 21, 2023 (Rain Date)

**MINUTES OF BOARD OF DIRECTORS MEETING OF  
WESTCHASE DISTRICT COMMUNITY FUND**

**THE STATE OF TEXAS COUNTY OF HARRIS**

The Board of Directors of the Westchase District Community Fund met in an official session, open to the public on Wednesday, February 15, 2023, at 7:30 a.m., in the LAN's office – 2925 Briarpark Dr., Suite 400, Houston, TX 77042, or via Zoom Conference Call (Zoom.us, Meeting Number: 915-070-8950, or call in number: +1 253-215-8782, 915-070-8950#), The roll was called of the duly appointed members of the Board, to-wit: Craig Eichhorn, Louis Jullien, John Dombrowski, Kimberly Crow, Lisa Iparrea, Ricky Gonzalez, Keitha Gallien thus constituting a quorum.

**1. Call to Order** by C. Eichhorn **Time:** 7:35 a.m.

**2. Guest:** Sherry Fox, Westchase District Corporate Challenge

**3. Westchase District Update Report.**

**4. Administrative Report.** Review the minutes of January 25, 2022, meeting.  
Review and approve the Treasurer's report.

**Motion to approve and amend the minutes as presented:** K. Crow **Second:** J. Dombrowski  
**Board Vote:** unanimous

**Motion to approve the Treasurer's Report:** K. Crow **Second:** J. Dombrowski  
**Board Vote:** unanimous

**5. Donation Submission(s).** Receive donation request(s), if any, from our community.

**6. Planning Summit Follow Up**

- a. Corporate Challenge 2023
- b. Discuss 2023 Goals and Strategy

**7. Reminder:** Director 2023 Contributions are due.

**8. Upcoming Board Meetings** - March 8 – 12 p.m., April 5 - 12 p.m., May 3 - 7:30 a.m.

**9. Adjourn.** 8:22 a.m.

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**Keitha Gallien – Secretary**



## Planning Meeting for 2023

- Focus – end the year in the black instead of in a deficit
- Donations / Giving:
  - Impact statement as a result of receiving a donation with pictures which can be used on social media to grow our donors.
  - Stick to a budgeted amount so end the year in a deficit.
  - Giving: Set a budget and stick to it – review after April Corporate Challenge.
- Website – possible social media plug ins – is this an option? – Dozie on the task!
- Ask Sherry if Kimberly and Keitha can be admins on FB page.
- Longer lead time on announcement of fundraising events – Legislative Breakfast
  - Set date in July/August for October event
  - Seek sponsor / restaurant to provide breakfast free to increase profit.
  - Target audience for fundraisers – possibly change focus to hearing from City Council Members – Local Government 2023 and How it effects you!
- Corporate Challenge – How can we help? Idea of helping to find food sponsor.
- Keep Doing: Find Board Members – next one must be in-district – recruitment at Apartment Resident Meetings – Committee??
  - West Houston Rotary – partnerships /board members
  - West Houston Chamber –
  - LinkedIn
  - Lions Club?
- Partnerships: Helping make the connections between companies and needs – networking. – Being a Resource.
- Reminder – do not reply all and no more than four people should be on an email together unless it is an official announcement – Open Meetings Act rules.

### Legislative Breakfast Sub-Committee

Ricky G.  
Craig E.  
John D.  
Kimberly

### Corporate Challenge Sub-Committee

Keitha G.  
Ricky G.  
Dozie  
Lisa

Louie will float between both committees and acts as liaison to Westchase District.

<b>Improving quality of life for those who live and work in the Westchase District.</b>		
<b>Pillar 1 – Giving</b>	<b>Pillar 2 - Events</b>	<b>Pillar 3 - Partnerships</b>
<p><b>Annual Financial:</b></p> <ul style="list-style-type: none"> <li>• Spring Dash (WHAM)</li> <li>• Farmers Market</li> <li>• Quillian Center (Corporate Challenge split)</li> <li>• Bayou City Ballet</li> <li>• nonPareil</li> </ul> <p><b>In-Kind:</b></p> <ul style="list-style-type: none"> <li>• School Supply Drive - WHAM</li> </ul>	<p><b>Legislative Breakfast – October</b></p> <ul style="list-style-type: none"> <li>• Local Government 2023 Focus</li> <li>• Metro Board Chair</li> </ul> <p><b>Corporate Challenge – April</b></p> <p><b>School Supply Drive – July/August</b></p>	<p><b>Make Connections with:</b></p> <ul style="list-style-type: none"> <li>• West Houston Rotary</li> <li>• West Houston Chamber</li> <li>• LinkedIn?</li> <li>• Lions Club?</li> </ul> <p><b>Be A Resource</b></p> <p><b>Continue Connections with:</b></p> <ul style="list-style-type: none"> <li>• WHAM</li> <li>• Trails without Trash</li> </ul>

**Timeline:**

<b>Month</b>	<b>Activity</b>
<b>February</b>	<ul style="list-style-type: none"> <li>• Corporate Challenge Work – April 14, 2023               <ul style="list-style-type: none"> <li>○ Committee will work with Sherry and then coordinate with the rest of the board how to help.</li> </ul> </li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>• Corporate Challenge Work</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• Corporate Challenge Work</li> </ul>
<b>May</b>	
<b>June</b>	
<b>July</b>	<ul style="list-style-type: none"> <li>• Set date for Legislative Event in October</li> <li>• Secure location / sponsors / etc.</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>• Legislative Event Advertisement ready to distribute</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• Market Legislative Event</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• Legislative Breakfast</li> </ul>
<b>November</b>	
<b>December</b>	

# 2023 WDCF GOALS & STRATEGY

## CORPORATE CHALLENGE

### GOAL

- Assist Sherry in registering 60 teams for Corporate Challenge April 14<sup>th</sup>.
- Create \$20,000 in profit.

### STRATEGY

Sherry/Louis

- Send PDF registration sheet, list of contacts.

All Board Members

- Reach out to at least 5 contacts regarding team registration and/or sponsorship.
  - Ricky – include BGE and LJA contacts in solicitation.
  - Kimberly – include BMC contact in solicitation.
- Discuss at board meeting other ways to cut costs for the event.
- Come out and volunteer if you're available April 14<sup>th</sup>!

## SCHOOL SUPPLY DRIVE

### GOAL

- Provide boxes to 25 locations in month of July.
- Deliver all supplies to WHAM in August.

### STRATEGY

- New design for flyer?
- Louis – email blast to past participants, coordinate with Sherry to post via Westchase Wire
- Kimberly/Keitha – post on WDCF facebook
- John – coordinate pick up and drop off crew.

## LEGISLATIVE BREAKFAST

### GOAL

- Confirm local official versus state official. (Ex: Council Member, Metro Staffer, etc.)
- Create \$2,500 in profit.

### STRATEGY

- Ricky/Lisa – Reach out to restaurants for comped meal (Cantina Laredo, Torchy's Tacos, etc.)

- Ricky/Craig – Reach out to local officials to confirm speaker/moderator.
- Louis – Send flyer to past participants, coordinate with Sherry on promotion.
- All Board Members – send to 5 contacts.

## **MARKETING**

### GOAL

- Grow to 200 followers on Facebook page.
- Update Website with 2023 content (new sponsors, dates, etc.)

### STRATEGY

- Kimberly/Keitha/Dozie – set up meeting to coordinate with Sherry Fox (Facebook login, installation of Facebook plug-in on Website, plan-out posts per year, etc.)
- Louis – send Sherry 2023 content for website.

## **BOARD OF DIRECTORS**

### GOAL

- Add one board member (must be WD resident).

### STRATEGY

- Louis – reach out to one resident at apartment.
- Dozie – reach out to one resident at apartment.
- Keitha – reach out to one resident at apartment.

## **DONATIONS/BUDGET**

### GOAL

- 100% participation in giving from the Board.
- Give to all organizations we gave to last year.
- End the year with at least \$13,000 cash in the bank.

### STRATEGY

- Give via wdcfund.org, cash, or check.
- Review budget each board meeting with bottom line in mind.