

Volunteer Recruitment & Retention *ad hoc* Committee Meeting Minutes

Thursday, March 2nd, 2023 at the ECIA Community Center and via Zoom

Call to Order: 9:35 am

Attendance: Amelia Adair, Sue Garfitt, Sue Daniel, Taylor Ward, Shelia Sullivan, Jim Brown, Erica Valentine, John Gervers, Darrel and Judy Owen and Sandi Preston

HOAMCO staff: Niamh Walsh

Approval of Agenda: Approved as drafted. Meeting chaired by Amelia Adair; Minutes taken by Erica Valentine

1. Introductions. Participants shared their other volunteer interests
2. Community outreach teams: people expressed which teams they want to be part of. Teams will meet "offline" and share their projects with the whole committee. Amelia and Kathy will work as "removers of obstacles" to help the teams get their projects done.
 - **Team improving how we welcome new residents:** Judy and Darrel Owen, Jim Brown and Pat Bellart Brown, Sue Daniel, Erica Valentine
 - **Team coordinating & publicizing the ECIA community events:** Amelia Adair, Judy Owen, Erica Valentine, Taylor Ward, Sue Garfitt, John Gervers
 - **Team developing sustainability guidelines for ECIA events:** Taylor Ward, Sue Daniel, Sue Garfitt
 - **Team connecting with other non-ECIA community non-profits:** Sheila Sullivan, Sue Garfitt
 - **Team working on a demographic/overall survey of the ECIA community:** A team doing this work will get started at some point in the future.

Questions from the group:

- What is the annual budget for events and how do teams access that? What authorization is needed?
- Who do we contact about planning and scheduling events at the community center? Probably will be Jessica Neal.
- Who receives the Vistas newsletter? Is it mailed or emailed to all residents?
- How can we get the lists of new residents for the welcome team? And email addresses for new residents? There were 300 +/- new residents over the past two years. ECIA does have names and mailing addresses.

Ideas from the group:

- Put a calendar in Vistas of “coming soon” community events: include Earth Day, Obie Oberhausen Celebration of Life, 4th of July, Community Day, Fire Dept. BBQ, other events? Friday dancing at the community center? Art walk?
- Spotlight one or two different community group and/or ECIA committee every month in Vistas
- Add a focus to Vistas for helping orient and educate new residents, who are looking to learn about their community and meet their neighbors.
- Welcome: define the touch points and processes when we welcome new residents and how. Provide more socially-oriented information, beyond just the basic facts about Eldorado. Personal touch.
- Develop a template plan for marketing community-wide events, to help other groups do so more easily.
- Help connect other non-profits and other HOAs to broaden overall participation, while also helping ECIA committees recruit
- Highlight the ECIA’s founding “for the express purposes of protecting the natural beauty and environment of the community of Eldorado at Santa Fe” on the website and in other communication and materials.

3. Meeting norms:

- **Membership:** everyone present agreed to participate as a member of the committee. Amelia will make a motion at the next Board meeting to appoint them as members
- **Committee calendar:** members agreed that for the time being we will meet monthly to get the ball rolling. In the future we may meet less often. Teams will gather in the interim to work on projects and report back
- **Next meeting:** date and place: April 6, 9:30 am at the Community Center living room
- **Committee leadership:** We’ll discuss offline and agree at the next meeting on a chair and note-taker.

4. Plan ECIA events

- **New Communications Director**, Jessica Neal, starts on March 6. We’ll schedule a meet and greet meeting with her next week, to bring her up to speed on the ideas the committee has
- **Earth Day event:** The committee will plan and sponsor an Earth Day/Night Sky Week/New Resident Welcome Day event on Saturday, April 22, 10:00 am to 2:00 pm at the community center.
 - We’ll invite a sustainable food truck

- provide tables and chairs for all ECIA committees and community groups who wish to participate.
 - We'll plan to have a formal groundbreaking to launch refurbishment of the ECIA parking island
 - invite electric vehicles
 - make a short welcome presentation at noon
 - Other possibilities: offer sign ups for tours of the ECIA amenities, trails & Stables, sports and mahjong tournaments, xeriscape gardening class.
 - Plan for followup to recruit potentially interested volunteers.
 - Use this event to create a checklist for new events, to make the sign up process easier
- **Publicity, next steps:** Amelia will draft an article for the April Vistas (due March 6) and circulate for comments, and will let GM Julie Navarro know. She'll also check on budget available for the event. Erica will research the sustainable food truck. We'll ask Jessica Neal to invite the committee chairs and other community groups as was done for last year's new resident welcome event, and announce via eblast and marquees.

Future Agenda Items:

- Elect chair and secretary
- Establish OKRs – objectives and key results

Adjournment: 10:50 am

Next meeting: April 6, 2023, at 9:30 AM in Community Center Living Room