

WeGOJA Strategic Planning Retreat
Minutes
Draft 2

Date: January 19, 2023

Time: 9:00 – 3:00

Location: SOCO Board Room; SEGRA Park

Those attending

Larry Watson - Chair

Rick DeVoe – Vice Chair

Dawn Dawson-House – Exec. Director

Pam Bynoe-Reed

Tamika Wilson

Robert China

Meg Hunt

Jannie Harriott - Past Executive Director

John Hall – Facilitator

Purpose of the Retreat: reset the strategic direction in light of the WeGOJA Foundation’s separation from the Commission; discuss interim governance; finance and marketing needs; make interim assignments; prioritize next steps.

Agenda

8:45 Coffee (All) (Tentative)

9:15 Call to order; welcome / purpose of the day / introductions (Larry)

- Called meeting to order; welcomed those attending.
- Discussed who we are, our roots.
- Covered our values / what we stand for
- Retreat is to gather input from the board to help shape WeGOJA’s future direction.
- Acknowledged Dawn’s effort in setting up the Quarterly Meeting, and the planning session.
- Initiated introductions.

9:20 Quarterly board meeting (Dawn)

- Conducted the quarterly meeting that included:
 - Reviewed minutes and approved.
 - Covered the financial report.
 - Discussed status of special projects (Rosenwald Schools, Air B&B)
 - Reviewed where we are with major grants currently being pursued.

- Introduced the special strategy session.

9:35 Strategy Session

Where we are now (Dawn)

- We are currently modifying our mission to include new services as well as expanding the list of those whom we will support going forward.
- Will we remain a Foundation and retain the WeGOJA name.
- We will continue to work with and support the Commission on projects – but only those that fit with our expanded mission.
- Legal separation from the Foundation means that going forward, WeGOJA board members will be precluded from joint memberships on the SCAAHC board.

Board Action

- The Board voted to approve moving forward with the expanded mission and set of stakeholders.
- Board approval was given to create the necessary documents to stand alone - such as by-laws; articles of incorporation; strategic plan; budget; etc.
- The Board approved the naming of interim project leaders in these key areas. Motion proposed by Rick DeVoe. Seconded by Pam Bynoe-Reed. Vote was unanimous.

9:45 Facilitated discussion on the Strategic Direction (John)

Vision / image 3 years into the future

- WeGOJA will serve as the gold standard for all AA Heritage Organizations in SC - known as “the entity” supporting preservation efforts of AA historic culture in SC
- WeGOJA will provide access to fiscal resources as well as information and technical support
- WeGOJA website and staff will serve as a clearinghouse of information regarding AA historic culture and the preservation of that culture as well as all the various sites to visit
- WeGOJA will serve as an advocate for the preservation of that culture
- WeGOJA will coordinate a group of ambassadors located in every county
- WeGOJA will coordinate a speaker’s bureau – across every county in the state
- WeGOJA will serve as a 501 C3 organization for related non-profits to support their efforts by providing access to resources, grants and other sources of funding

Major Projects Next 3 Years

- Updating and refiling *WeGOJA’s Governance documents* to reflect the modified mission is the first major project. Year 1.
- Restructure the current *board management process*.
- Retooling WeGOJA’s approach to *fund raising*; this cornerstone effort will need to begin as soon as possible. This will include creating a *fee structure* for all the services that we will provide. Year 1.

- WeGOJA will **reach out to key stakeholder groups** informing each regarding our modified strategic direction...and to engage their support. Year 1.
- The WeGOJA **website** will need to be refreshed / redesigned to support the modified product offerings. Design work will need to begin immediately. Year 1.
- WeGOJA will establish a **data base** that encompasses all the resources and tools available as well a complete **calendar of AA cultural events** in every county across the state. Year 2.
- WeGOJA will create a **Foundation Membership** structure and process and implement within the next 2 years.
- WeGOJA will create and implement a **signature event** that will serve to increase name recognition and serve as the major fundraising effort within the next 2 years.
- WeGOJA will have established a **point of contact (an ambassador) in every county** within 3 years to support the clearinghouse effort.

12:30 Lunch (All)

1:15 Define Roles and Ask for Volunteers for Interim Leadership Positions (Dawn)

- Oversee the updating of WeGOJA's Governance Documents: Rick Devoe to coordinate the identification and updating of each document.
- Select an interim Secretary. This assignment will be delegated on a meeting-by-meeting basis until a formal selection can be made.
- Select an interim Treasurer – TBD.
- Path forward for structuring fund raising / marketing; select interim leader. TBD.
- An open discussion was held on future staffing – various approaches and means to fund each. Discussion to be continued following the approval of this plan.

1:30 Next Steps (Dawn)

- Discuss deliverables from the session
 - a. Notes / minutes from the event will be compiled and distributed for review and comment within the next 7 days.
 - b. A working draft strategic plan will be prepared based on the information gathered to date. This will be available within 10 days
 - c. A "Final Draft" of the plan will be presented to the full board for discussion and approval at the April 20th meeting.
- Executive Director will work with the Interim Project Leads to complete drafts of every key governance document and to draft communiques to stakeholders reflecting the new mission.

2:00 Open Discussion Soliciting any Final Remarks (Larry)

- Solicit closing comments from each attendee

2:45 Adjourn (Larry)

- Acknowledged the work of the day; thanked the attendees; mentioned next board meeting in April 20, 2023. 8:00 AM – 4:00 PM; SC State Museum on Gervais Street (Tentative)
- Dismissal (Larry)

WeGOJA Foundation

Statement of Activity

October - December, 2022

Beginning bank balance \$30,195.50

	TOTAL
Revenue	
4000 INCOME	
4001 Individuals/Unrestricted Donations	295.83
4002 Government Grants & Contributions	55,000.00
4005 Contracted Grants	750.00
4007 Sponsorship Contributions	4,641.19
Total 4000 INCOME	60,687.02
Total Revenue	\$60,687.02
GROSS PROFIT	\$60,687.02
Expenditures	
5000 COMPENSATIONS & CONTRACTS	
5002 Contracted Individuals	36,896.00
5003 Stipends for oral histories and other projects	1,475.00
Total 5000 COMPENSATIONS & CONTRACTS	38,371.00
5100 CONSULTANTS & PROFESSIONAL SERVICES	
5102 Financial Management	885.00
5105 Legal & Other Professional Services	50.00
Total 5100 CONSULTANTS & PROFESSIONAL SERVICES	935.00
6200 OPERATIONS	
6201 Office Supplies	33.46
6202 Program Expenses & Supplies	1,129.88
6203 Postage & Mailing	311.24
6204 Other Admin Expenses	1,043.35
6206 Dues & Subscriptions	388.97
6209 Technology Supplies & Software	616.67
6210 Travel & Meals	438.86
6212 SBA Loan Payment	1,200.00
6213 Bank/Merchant Fees	1.85
Total 6200 OPERATIONS	5,164.28
Total Expenditures	\$44,470.28
NET OPERATING REVENUE	\$16,216.74
NET REVENUE	\$16,216.74

Ending bank balance

\$46,412.32