



BAY VIEW ASSOCIATION OF THE UNITED METHODIST CHURCH

Memo

To: Board of Trustees
Cc:
From: Barbara Pfeil, Executive Director
Date: December 9, 2022
Subject: Executive Director's Report (November 16, 2022 – December 9, 2022)

Program Management

- **FY23 Program, Chautauqua ADM, and REM Budgets**
 - Review with Finance Committee on Wednesday, December 14th.
 - Review with BoT on Monday, December 19th.
- **Committee Chairs** memo (#2) sent via email on November 23rd (attached)
- **Program Director meeting** held on November 22nd. Agenda included:
 - Donor Relations Manager – work with Program Directors on planning, prioritizing needs, communicating with donors, and shared spreadsheets for tracking program-specific donor activity
 - FY23 inter-program event ideas
 - Woods Walk – Year 2: YES
 - Neighborhood theme
 - Encourage porch chats for fellowship and relationship building (possibly Thursday evenings)
 - Laura Smith will create video clips
 - Potential for integrating student recitals
 - August – chat around the fire rings at the waterfront
 - Potential for Recreation to provide game equipment for children in nearby parks and an opportunity for LIT to earn hours
 - Environmental theme – between July 18th and July 27th
 - Engage local organizations and members with related knowledge
 - Ships Ahoy (boat theme week)
 - Directors commit to working together on scheduling for events, etc. for 2023. Identify opportunities for pre- and post-season offerings. Monitor the 2023 Facilities Calendar in order to minimize scheduling conflicts
- **Education program administration**
 - Revised instructor pay methodology for 2024
 - Revised instructor contract for summer classes for 2024
 - Revised class policies
 - No drop-ins for classes that require materials
 - Notice for class withdrawal with refund will be 7 days
 - Attended Education committee meeting on December 7th.

Staff / HR

- **“Waterfront Operations Manager”**
 - Job description is complete.
 - The week of December 12th, Amy is sending a recruiting letter with the job description to the local network of individuals who advised Amy about the role of a harbor master. We are asking that anyone interested within this network respond before Christmas.
 - Interview questions need to be drafted.
- **Professional Marketing Consultant-**
 - Sarah George, owner of Connective Consulting in Alanson has been engaged.
 - Analytical phase December 15, 2022 – January 6, 2023
 - Interview directors and staff week of December 19th.
 - Draft of 12-month marketing strategy plan due the week of February 6th.
 - Goals include growing event and class attendance for Performing Arts, Education, and Worship as well as increasing brand awareness in our region.
 - Heavy focus on implementation during weeks of June 11th through August 13th
 - Recommend metrics for reporting
 - Create Standard Ops Procedures that include checklists and process/steps for staff & volunteers
 - Strategy implementation support: January – May, 2023
 - Set up reporting and review initial analytics
 - Tech integration (ie. website plug-in)
 - Create digital (online) content calendar BVA website

Administration & Finance Management

- FY23 liability insurance premiums increase a total of \$13.2K year-to-year. The largest increase relates to D&O/EPLI - \$9K. This is due to the impact of lawsuits filed by the leaseholder in the landlord / tenant proceedings in 2022, as well as a history of claims paid. Cincinnati has spent \$21.7K through August, 2022 on the current leaseholder litigation.
- FY23 Medical insurance coverage is through Priority Health. Beginning in 2023, the premiums for this plan are age-weighted for each enrollee. Based on our population, y-t-y premium increases are low. Bay View has 12 employees enrolled for FY23 versus 10 employees at the beginning of FY22.
- Plante Moran auditors were onsite November 29th through December 1st. All audit information should be submitted to them by the morning of December 19th.
- Reminder: Bay View staff have holiday time the week of December 26th. They will return to work on January 2nd.

Just For Fun

- Staff Christmas Party was on campus, December 8th. We had a hearty ham dinner, shared favorite Christmas songs, took turns opening gifts and “stealing” gifts. Some of the team stayed to play Euchre.
- Jake and I are sharing thanks and holiday cheer with Sheriff Wallin on December 19th and with Fire Chief Al Welsheimer and volunteer firemen, Resort Bear Creek Fire Dept, on December 15th at 7 p.m.
- I am hosting a couple “Christmas Teas” in my office before Christmas with members who live locally.

