



**Announcement:**  
**Work session of the Willow Bend Environmental Education Center Board**

**March 4, 2024**  
**4:30-6pm**

- I. 4:30 PM; Call Meeting to Order, Welcome and Board check in**
- II. 4:40 PM; Public Comments**
- III. 4:42 PM; Review and approve February minutes**
- IV. 4:45PM New prospective board member - Melanie Colavito will join**
- V. 5:00 PM Strategic planning session**
  - a. Review major changes to the doc**
  - b. Revise the Mission/Vision**
  - c. Discuss WB's Strengths, Challenges and Opportunities**
- VI. 5:50 PM; Other items, Agenda for April**
- VII. 5:15PM; Vote to Adjourn**

**Next meeting Proposed April 8th, 2024**

**04/04/2024**

**Attendees:** Staff – Moran Henn, Melissa Eckstrom, Ash Shields, Evie Osborne  
Board –Neil Weintraub, Mary McKell, , Jillian Worssam, Tabi Bolton, Ariel Leonard, Andi Rogers, Eric Souter  
Prospective Board Member - **Melanie Colavito**

**BOARD Needs-**  
**April is tabling Season**

**April 20 Bushmaster Park Earth Day. Mary Andi morning -- Neil and Ariel afternoon,**  
**Jillian – Fermentation adult workshop**  
**April 27 Stem Celebration at County Fairgrounds 1 -4 pm. Evie, Mary,**

## **Neil as a possibility**

**May 25 - Art X Table 10 – 1 pm Mary @ Heritage Square. Possibly Jillian**

**May 11 – Eagle Adult Workshop**

**Strategic Plan Update:**

**Move to Adjourn:** DISCUSSION AND BOARD WORK SESSION ON STRATEGIC PLAN

Strategic plan last written 2011-2012,

Needs- updates on staff, goals, mission and vision

Threats need to be changed to challenges, needs verbiage update

**Strengths -**

**Challenges –**

**Mission and Vision update –**

Jillian to flesh out with input from board as starting place.

Looking for nature, sustainability quotes.

**MISSION:**

EXISTING -Our mission is to provide environmental education outreach services which build environmental awareness and an ethic of responsible stewardship of our natural and cultural resources.

**VISSION:**

EXISTING - As we educate children and adults about the local environment and the impacts of our daily consumer choices we look to the future with hope. We provide educational programs that empower people to make mindful choices in their daily lives that are healthier for themselves, for our communities, and for the earth.

Highlight words

Community,

Education,

Sustainability,

Environment,

Nature,

How

outdoor classroom

adult workshops

in-school programs

Willow Bend Strengths – to guide future goals

Great reputation

Staff and Board embody core values

Cohesive group

Low drama

Strong partnerships

Tied to state education standards

Consistency in community outreach

Great use of social media

Building and grounds (Picture Canyon, Aspen Corner, McMillan Mesa)

Rich History

CNRCD Board

Community collaborations

#### Willow Bend Challenges –

More sustainable funding

Staff capacity

Staff benefits (housing, insurance)

Lack of clarity in regards to growth. (is Willow Bend meeting demand)

Is Willow Bend reaching the whole of Coconino County

(a lot of funding is tied to the City of Flagstaff)

Build endowment

Communicating ways to give/support Willow Bend

Board Diversity / Participant diversity

No admin support staff. (support of building)

Tabling materials

Structure – put a framework in and move on it.

#### Opportunities

-To build membership – are there perks to membership.

-Partnerships with other community non-profits

-Better use of recruiting and maintaining volunteers

-How does Willow Bend Advertise: needs flyers in community locations, appears to be more

--marketing from ancillary sources

-Stickers: willow Bend visited my class today.

-Need benchmarks and rubrics for existing programs

-Annual project to possibly tie to giving Tuesday

-Swag and Merch?

-Remote learning opportunities

