TOWN OF GREENWICH
BOARD OF ESTIMATE AND TAXATION
NATHANIEL WITHERELL STRATEGIC PLANNING COMMITTEE

MINUTES – Gisborne Conference Room, Town Hall
Friday, December 2, 2016

Committee: Arthur D. Norton; Elizabeth K. Krumreich, Jill Oberlander; Nancy Weissler

Others: Peter Mynarski, Comptroller; David Ormsby, Former Chair Nathaniel Witherell Board of Directors; Karen Sadik-Khan, Vice-Chair Nathaniel Witherell Board of Directors and Chair, Friends of Nathaniel Witherell; Scott Neff, Development Director, Friends of Nathaniel Witherell; Ken Borsuk, Greenwich Time

The meeting was called to order at 8:33 A.M.

1. Fundraising / Endowment Discussion with David Ormsby

The Committee agreed to move agenda item 4, discussion with David Ormsby to the beginning of the meeting.

David Ormsby, former Chair of The Nathaniel Witherell ("TNW") Board of Directors, Karen Sadik-Khan, Vice Chair TNW Board of Directors and Chair of Friends of Nathaniel Witherell ("Friends") Board of Directors, and Scott Neff, Friends Development Director joined the Committee to discuss some of the fundraising strategies and challenges.

The Friends have two full-time employees, the Development Director (Scott Neff) and a Volunteers Director (Sally van Leuwen). These positions are not Town of Greenwich employees.

The impact of the Friends' fundraising and marketing efforts are difficult to quantify by looking only at its financials. Friends' volunteers donate hundreds of hours of visitation, programming and other support for TNW residents, clients and their families. Financial donations support environmental improvements, including gardens and other physical plant enhancements. The Friends' fundraising activities market TNW and simultaneously develop and sustain community engagement in TNW's mission.

The Committee discussed the Friends' role in marketing TNW and other ways to increase fundraising, including hospice. Mr. Neff agreed to share some information on web traffic. The Friends' representatives further stated that from their perspective their focus should be to fund enrichment activities and some capital projects and not operating deficits. The Committee suggested that certain members of the RTM may appreciate contributions that help fund a portion of the operating deficit.

Ms. Weissler noted that the Friends' financials show that their fundraising activities cover their operating expenses and salaries. Ms. Sadik-Khan responded that the Friends' focus in recent years has been on Project Renew. Going forward, the Friends strongly support keeping TNW as a Town-owned and operated institution and are reluctant to commit to a level of contribution to support TNW's operations.
In response to a question from Ms. Krumeich, Mr. Ormsby stated that the biggest challenge for the Friends is trying to convince the governmental bodies, such as the BET, that there is room in this exceptional town for TNW and that the facility and the Friends organization provides an opportunity for volunteerism and education. There was agreement that many RTM members would benefit from additional education about TNW and the many services it offers to the community.

2. Approval of the BET Nathaniel Witherell Strategic Planning Committee Meeting Minutes

Draft minutes of the November 18, 2016 meeting were distributed and the Committee agreed on language changes.

Upon a motion made by Ms. Weissler, seconded by Ms. Krumeich, the Committee voted 4 to 0 to adopt the November 18, 2016 minutes.

3. Preliminary Outline and Discussion of Final Report

The Committee discussed the timeline for presenting a draft report, with the aim of having something prepared for 2017 budget discussions. Ms. Weissler presented her initial draft analysis for consideration by Committee members.

4. Items for Future Committee Meetings

The next scheduled meeting is December 16th at 8:30 A.M. in the Mazza room.

5. Adjournment

On a motion duly made and seconded, the Committee voted 4 to 0 to adjourn the meeting at approximately 10:30 A.M.

Jill Oberlander, Recording Secretary

Arthur D. Norton, Chairman