

Review of 2017 WASA Retreat – Held at Peterson’s Rhino Ridge on Feb. 25, 2017

Eddie Browning – Facilitator

Attendance: Kathryn Ford-Maddox, Gary Hatch, Sam Lindsey, Roxy Roffey, Rachel Garza, Liz Tenney, Adriana Valencia, LaDonna Burgess, Cheryl Moss, Jeremy Nieto, Lizz Davis, Barbara Browning, John & Betty Peterson & Sally White.

OBSERVATIONS: WASA has made some giant strides in the past year – funding has increased solidly and more activities are being held. Membership has representation from all required sectors of the population for the first time in a while and youth participation has increased. Members are taking more active roles, such as assuming chairmanship of specific activities. A large Friends of WASA Night is in the works that can be huge in raising both summer funding and public awareness.

MESSAGES LEARNED: More work is needed on public outreach and our anti-drug stand must continue to be highlighted and shared. While we have improved in volunteers, we definitely need more – particularly among parents of school aged youth and the youth themselves. An annual overall budget needs to be established rather than working on project by project budgeting.

SUGGESTIONS: Continue working with local paper but get more into social media to promote both our message and events. Have window stickers made to give out to members and supporters (give as thank you for donations, etc.) with WASA logo and Mission Statement.

ACTION PLAN: *(What we wanted/accomplished last year – what do we need in 2017)*

- 1. OPERATIONAL GUIDE:** Working with Sally, Barbara Browning has established a 12 month printed guide that could allow anyone new to follow WASA’s basic operations. However as we are growing and developing, she and Sally will continue to meet to keep this guide current and relevant.
- 2. VOLUNTEER COORDINATOR:** It is unlikely that anyone but Sally will love WASA enough to put in the hours required for a coordinator for a lengthy period without pay – we need to get this position funded. (Note: several possibilities are on the horizon) If funds can be secured, Sally has plan for a smooth 4 to 5 year transition.
- 3. WASA NEEDS TO BE BETTER RECOGNIZED:** In the past year we have gotten a Website up and are on Facebook, but we need more. Range News is very supportive, but younger people are not as likely to see us there. Our youth volunteers, Lizz and Adriana agreed to take over the social media portion of our publicity.

4. **WASA BUDGET:** Annual budget must be established and maintained – remember that budgets are really goals and are bound to move about and change as needs and funding sources move and change. We must develop and maintain a Budget Process. Gary, Roxy and Rachel agreed to form a Budget Committee.
5. **FRIENDS OF WASA NIGHT:** A full day and evening is set for April 29, 2017 with Tim Bowlby as Chair.
6. **REVIEW MISSION STATEMENT:** A full rewrite of Vision and Mission Statement was accomplished along with updating By-Laws and Policies and Procedures. These will be reviewed annually each May to avoid becoming outdated again.
7. **SERVICE:** We need to be a service oriented club. Liz Tenney volunteered to head this program aimed at increasing WASA recognition and helping Willcox.
8. **MEMBERSHIP DRIVE:** We need to keep working at growing members – particularly parents and youth.
9. **ESTABLISH 5 YEAR PLAN:** This is probably a task for the Executive Committee to work on.

Having an annual retreat to look at where we are, what we have accomplished in the past year and what still needs to be done is extremely helpful. All members, both new and long-term can establish a clearer, better focus and work together to keep WASA on track and thriving rather than just surviving.