



Mission: The Wellness Wagon's mission is to partner with mobile community support services to eliminate barriers to wellness by providing free and reduced priced acupuncture and other coordinated social services in underserved communities in and around the Roanoke Valley.

Date: 10/4/2023

Location: ETS

Attendees:

Sharon Kennedy - President
Donna Davis - Vice President
Kim White - Treasurer
Alex Watkins - Secretary
Tracy Lauder - Member
Katie Clifton - Executive Director

Unfinished Business


- Idea for future subcommittees: Fundraising & Finance, Programs & Develop
 - *On Pause*
- The Bus! Figuring out the switch over - update
 - *Kim is assisting with the appraisal and working through the IRS process - Nov*
- Oct - Subcommittee sign up - should we wait until strategic planning?
 - *On Pause*


Action Items from last meeting

- Everyone -
 - Send headshots to Tracy
 - *Photos tonight! Should be good*
- Donna Donna Stucker about a grant writing - *no need for this anymore*
- Kim and Katie will firm up the donation tracking system
 - *Venmo poses a slight problem - but has great flexibility*
 - *All donations need tracked and having an associated letter*

New Business

- Treasurer Report [Katie]:
 - Balance : \$1517.22 (9/29)
 - Outstanding Income: \$2695.30
 - Roanoke College: \$450
 - Early Learning Collaborative (United Way/CHIP)
 - 8/7 \$411.09

- 8/24/23 \$262.98
 - 9/13/23 \$258.25
 - 9/27/23 \$262.98
 - City of Roanoke: \$1050 (Event is 10/25)
- Executive Director Report [Katie]
 - Over 141 treatments given in September
 - *Yoga Jam and fests have a great turnout*
 - 4 Pillars  Wellness Wagon - What We Do
 - Questions? Comments?
 - *Polish up the language to share on the website*
 - *Also add a link on how to book*
 - *Alex - put it one section at a time, including how to access/schedule/buy these.*
 - *Link to calendar - could merge with GCal via a widget*
 - *Potential for indoor community acu at a set location*
 - Dope is Death reschedule date
 - *Everyone needs to ease up. We are too busy.*
 - *Watch on your own and come prepared to discuss.*
<https://dopeisdeath.com/>
 - Where is the bus going to live permanently?
 - *Maybe Vinton*
 - *Donna - potentially host at the Goodwill Parking lot on Melrose.*
 - *Katie to go to city council/RoCity zoning for a plan B but is very frustrated after a year of trying to work w RoCity*
 - Potential Board Members
 - *2 potentials*
 - *Stephanie - para legal - acu aware - not so familiar with our communities*
 - *Katie Grey - nurse*
 - *Need community person*
 - *PRS - Alex to find someone - Bailey Helgeson agreed to come for a visit*
 - *Still considering more folks that have used the bus services*
 - Options to get us to organized and grant read: [Proposals for Strategic Planning](#)
 - Zim Consulting - Denver
 - \$6K
 - 10 weeks
 - No planning - just grants
 - Elevate - Asheville
 - \$16K
 - 4 months
 - Including some strategic planning - most expensive
 - Council of Community Services - Roanoke
 - \$125/hr

- 8 hours - strategic planning
- Building Beloved Communities - Roanoke
 - \$12,095* to be fundraised
 - 4 months
 - Strategic planning & Grants
 - Slight concern around references
- *All costs would need to be fundraised*
 - *Grandin Screening of the movie*
 - *After 911 video*
 - *Carilion - community donations?*
 - *Todd Markum*
 - *Private fundraisers*
 - *Smaller fundraiser through socials*
 - *Outline how the money will be spent*
 - *X # of Treatments*
 - *X hours on the bus*
- SubCommittee Report Outs
 - Marketing & Outreach Report [Tracy] - *Tracy just landed from new job*
 -  9/25/23 Marketing Subcommittee Recap
- Board Member Participation this month:
 - Kim working with Katie and Mike on finances
 - Alex coordinated the Appalachian Save a Live Day which was a success!

Upcoming Events - *Please come to one!* *Paid

- 10/7 Pure Barre 8:30 - 12:30*
- 10/11 Rescue Mission 10 - 12*
- 10/21 Oak Grove Church of the Brethren 11-1 (expenses paid for by Queenpin)
- 10/25 Roanoke City Health Fair 7 - 2 pm*
- 10/27 Rescue Mission Trunk or Treat - 6:30 - 8 pm
- 10/30 Roanoke Sheriff's Department Trunk or Treat 5 - 7 pm

Action Items

- *Website needs first draft*
- *Katie - Prepare first year seed money estimate*
- *Board: send ideas on how to get this \$, people to ask*
- *Kim & Katie - finance stuff*

Wrap Up

Time of adjournment:

Date and time of next meeting: 11/6 @ 5:30pm

Topics:

Fundraising

Parking Lot

- Podcast
- We will need to identify how the Director role moves from Katie.

- Advisory Board
 - Made up of participants, community members, etc to guide the activities of the WW
- Friends of the Wellness Wagon
 - Database of people who are willing to support or volunteer