

## **VBC Core Planning – Our 6 Planning Committees and “Core Team”**

This is a rough and ever-evolving description of our VBC11 Planning Team structure (this is the first year we've begun implementing this 6 committee structure)

### **Publications -- responsible for all the ways VBC describes itself in print**

1. web site -- design, populate and maintain (hand off to daytime happenings folks during VBC, otherwise is year-round)
  - 1.1. feature the appropriate phases of all the committee work (to attract volunteers) on the web site
  - 1.2. send a representative on the initial round of neighborhood site visits (in conjunction with placemaking)
  - 1.3. keep current on the neighborhood sites' progress, encourage them to refine their descriptions of their projects, solicit pics and plans
2. posters and flyers -- budget, schedule, create and oversee distribution
3. press releases -- schedule, write and distribute
4. text for letters for donations and recruitment committees
5. Village Builder -- budget, schedule, create and distribute
  - 5.1. establish a cut off date for receiving material
  - 5.2. work closely with all aspects of VBC to create a published reflection of our values and priorities
6. material to represent VBC and City Repair at VBC booth (at VBC venue) -- budget and create (provide to evening happenings folks)
7. write a letter to neighbors near the venue -- schedule, distribute
8. provide the evening happenings folks info to be announced from the stage about City Repair, VBC, etc
9. documentation during event
10. processing of documentation after event
11. archiving the VBC institutional memory for all committees
12. complete the VBC Report (for funders, if any)

**Core member skills needed:** web site management, photography, writing and distributing press releases, writing/editing of written/video/power point/etc. marketing/publicity pieces, layout, poster and flyer design, event documentation, interview skills, booth design, archiving, volunteer coordination. Volunteers not necessarily on committee but being directed by/helping it: website maintainers, publicity material distributors, photographers, video/film makers

**Evening Committee** -- plan and execute all the evening action, and be primarily responsible for the central venue (take a deep breath -- this is mostly what core talked about last year)

1. obtain venue, design venue and build out, tear down, and final clean up -- using and promoting permaculture principles
2. evening events (at direction of VBC core regarding support of theme)

- 2.1. plan a series of speakers, music and community interactions that support the theme and stay in budget
  - 2.2. confirm the attendance of performers/evening organizers, coordinate their contracts
  - 2.3. provide timely details of performances, bios, pics, etc to publications folks
  - 2.4. welcome performers and provide needed transportation and hospitality during VBC (in conjunction with resources folks)
  - 2.5. provide a stage, stage equipment, and green room as needed by performers
  - 2.6. handle financial transactions with performers
3. meals - plan, prepare and serve (note: a different committee is getting donations, a major part of it)
  4. organize health and wellness & the children's room
  5. take over during VBC: Village Market, ticketing booth, Nest, City Repair/VBC Booth
  6. cleaning, supplies, recycling for venue

**Core member skills needed:** venue liaison, venue/stage layout design & build out coordination, liaison with speakers/musicians/evening organizers, Village market liaison (during VBC), volunteer coordination. Volunteers not necessarily on committee but being directed by/helping it: venue build out contributors, clean up, stage managers, emcees, kitchen help, cooks, ticketing booth volunteers, Nest volunteers, VBC Booth volunteers, recycling point person

**Daytime Committee -- this group would plan and execute the opportunities and services we are offering to attendees during the daytime hours of VBC**

1. create daytime opportunities for attendees
  - 1.1. at local building sites -- help them during their design phase to create workshops and volunteer opportunities
  - 1.2. arrange other workshops or events offered during VBC
  - 1.3. create opportunities at the VBC venue in placemaking and permaculture design (in conjunction with evening happenings folks) – a) create green demos at the central venue
  - 1.4. plan and execute the last Sunday
2. disseminate info about all these events to the public
  - 2.1. get info on scheduled events to the publications folks by their deadline for the Village Builder
  - 2.2. inform folks during VBC of changes and additions to the scheduled events
3. daytime coordination of VBC: the central venue and web site
  - 3.1. receiving phone calls, providing message boards, office equipment (phone, internet, copier)
  - 3.2. updating web site daily
  - 3.3. maintaining messages boards and other informational boards at the central venue as needed
  - 3.4. supervising day time volunteers as needed
  - 3.5. providing access to venue for those who need it
  - 3.6. maintaining communication with venue host organization as needed
4. cooperate with daytime happenings committee in transportation of materials and donations to (and from) venue

**Core member skills needed:** volunteer coordinating, complex scheduling and record keeping, workshop liaison, placemaking teacher/trainer, permaculture teacher/trainer, event design, message board creation, maintenance of office equipment, web site updating, volunteer coordination, Volunteers not necessarily on committee but being directed by/helping it: workshop recruiters,

workshop presenters, “receptionist,” message board maintenance, venue daytime coordinators

**Resources Committee -- money and materials -- overseeing the income and expenses of VBC, soliciting and planning for donations – mentor sites in their fundraising activities**

1. create the budget, and track expenses monthly against the budget (bi-weekly when closer to event)
  - 1.1. record the assumptions being made in various budget calculations, and track how well they match reality
  - 1.2. include specific numbers for comp tickets and expected work/trade attendance
  - 1.3. understand who is coordinating each budget line, both for expenses and income, and let them know how the system works
  - 1.4. establish accounting, budgeting, and bookkeeping best practices for VBC
    - a) make a reasonable system for paying for VBC expenses (protect our volunteers)
  - 1.5. create a system for tracking money coming in and going out (work with City Repair bookkeeper)
    - a) pre-VBC
    - b) during VBC
    - c) post-VBC
  - 1.6. create a final report on the actual expenditures post-VBC
2. money coming into VBC -- coordinate all aspects of asking the outside community for donations
  - 2.1. create a sponsorship strategy and carry it out (flyer produced with publications committee)
  - 2.2. plan and execute fundraisers as needed pre-VBC
    - a) tell volunteer folks what help is needed, publicity folks to get info up on web site
  - 2.3. establish ticket prices and oversee the sale of tickets before VBC (turn over to evening happenings folks during VBC)
    - a) create the online ticket sales (work with publication folks)
    - b) line up stores and provide them with tickets, collect the money
  - 2.4. oversee the production and procurement of VBC swag (sold by evening happenings folks during VBC)
  - 2.5. establish best practices for soliciting, picking up, tracking, and acknowledging donations to VBC
  - 2.6. solicit material support -- create a reasonable timeline and protocol for soliciting donations, and a unified approach across the projects below:
    - a) materials for building sites (work with sites during VBC, assisting placemaking)
    - b) food donations for evening meals and for the Nest (turn over to evening happenings folks at start of VBC)
      - coordinate gleaning at local farmers' markets during VBC
    - c) Village Market participants (turn over to evening happenings folks at start of VBC)
    - d) items for the auction (turn over to evening happenings folks at start of VBC)
    - e) housing for out of town attendees
    - f) any other materials or resources needed
  - 2.7. cooperate with evening happenings in transportation of donations to (and from) venue

**Core member skills needed:** budgeting, bookkeeping, plan donation soliciting, plan sponsorship strategy, writing of marketing materials, programming of Paypal button on website, fundraising event planning, strategy for making and selling swag, understanding of construction materials needed,

understanding of food donations needed, Village market point person, auction point person, housing coordinator. Volunteers not necessarily on committee but being directed by/helping it: donation solicitors, sponsorship solicitors, help at fundraising events, swag producers, Village Market vendors, Village market vendor solicitors, auction item solicitors, people offering housing, donors, sponsors

**Volunteer Committee** -- oversee the recruitment of, supervising of, and communication with volunteers

1. Bring new volunteers into VBC

- 1.1. represent VBC to potential volunteers
- 1.2. work with the publications committee to get good info on the web site
- 1.3. maintain a presence at other City Repair functions to recruit volunteers, and in The Word, craigslist, Bright Neighbor, etc.
- 1.4. use other opportunities to recruit volunteers

2. help new volunteers connect with ongoing VBC work

- 2.1. establish best practices for interacting with volunteers, and help the committees use them
- 2.2. encourage committees to identify small (but important), short term, contributions new volunteers could make
- 2.3. maintain a list of "entry level" tasks for all the committees, including instructions, and contact info
- 2.4. notice when new volunteers finish their initial tasks, and celebrate their success.
- 2.5. after a volunteer has tried out VBC and found their niche(s), check in with them to see if they feel settled in, mark down who they're connecting with in their committee, check in with that person too

3. help committees think through their needs for people to work on their various projects

4. provide a structure in situations where volunteer labor is "paid" with some compensation, such as comp tickets a

- 4.1. create a "work/trade budget," and a system to track the use of compensated volunteer work
- 4.2. understand who is coordinating each work/trade area, and let them know how the system works

5. post-VBC, create a final report on the use of, and compensation of, volunteers

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**Core member skills needed:** volunteer supervising, volunteer recruitment, job description creation, networking, public speaking, writing recruitment materials, online social networking, mentoring/ coaching/ cheerleading, manage lots of information (data), manage work trade budget. Volunteers not necessarily on committee but being directed by/helping it: volunteers

**Placemaking Committee -- recruit and nourish neighborhood placemaking sites**

1. Create a process for sites to follow to bring them the greatest success in their projects

- 1.1. Disseminate applications (in conjunction with publications folks), collect and review them
- 1.2. send a representative on the initial round of neighborhood site visits (in conjunction with publications folks)
- 1.3. recruit volunteers to help sites, and identify resources sites could potentially hire
- 1.4. create opportunities for sites to learn/teach all the skills identified in the placemaking process
- 1.5. identify technical and material needs of each site, and hook them up with resources people

## 2. Promote support of the neighborhood sites throughout VBC

- 2.1. work with the evening happenings folks to highlight site activities during the evening events
- 2.2. work with the publications folks to ensure widespread coverage off-site plans and activities
- 2.3. work with the daytime happenings folks to focus certain days on highlighted sites, and distribute daytime site events evenly
- 2.4. help VBC core be inspired by, support and celebrate the neighborhood sites
- 2.5. provide neighborhood sites with timely comp tickets, as decided by budget

**Core member skills needed:** site mentors, professional level skill in natural building, public art and permaculture. Volunteers not necessarily on committee but being directed by/helping it: natural building, permaculture, manual labor, facilitation, community organizing, site volunteers, site hosts, site community members

### **Overall coordination (VBC core)**

1. create and maintain a safe space for everybody at all VBC functions
  - 1.1. encourage people to learn facilitation skills, and rotate core facilitation among those wishing to learn
    - a) committee coordinators are encouraged to leave core meeting facilitation to others
  - 1.2. provide facilitators upon request to committees
2. establish a theme and set the dates for VBC
  - 2.1. determine how the theme should be reflected in the evening program and other aspects of VBC
  - 2.2. oversee research needed to flesh out the theme, give everyone opportunities to learn about the theme
3. maintain the health and strength of the committees
  - 3.1. identify one coordinator (or co-coordinators) for each of the 6 committee areas
    - a) provide a supportive atmosphere for coordinators
  - 3.2. make sure each committee has experienced members (as possible), and direct volunteer energy to committees appropriately and equitably
4. provide a structure for committees to work together
  - 4.1. set a timeline for budget creation (in conjunction with money folks)
  - 4.2. set a timeline for volunteer "budget" creation (in conjunction with volunteer folks)
  - 4.3. check in on other collaborations that should be taking place among committees
5. provide general meetings open to the public, well attended by active committee members, to bring new people in
6. provide additional closed-agenda core meetings with the focus on overall coordination and on committee coordinators
7. from August – November, conduct visioning, planning and overview discussions. This is the time for people to evolve the direction of VBC by consensus.