

## NorCCRA REGION PLANNING ROAD MAP (10 May 2021)

### A Guide for NorCCRA Region Officers

This document is based on an annual planning guide prepared by the Galloway Ridge Planning Team that organized the 2018-2019 Eastern Region team.

The formal activities consist of three meetings:

1. A **Planning Meeting**, at which the Chair presents possible themes, topics, and speakers for the Annual Meeting. This Planning Meeting is attended by the NorCCRA representatives from the CCRCs in the Eastern Region who are asked to comment upon the proposed agenda items and, if desired, make suggestions for other topics. In 2018, the Planning Meeting, which is, by tradition, hosted by one of the smaller communities that do not have an auditorium large enough to accommodate the annual meeting. The meeting is normally held during the month of September and ends with a luncheon.
2. A **Presidents' Meeting**. The Presidents of Residents' Councils/Associations at CCRCs in the Region are invited to this meeting, which is held around November. The purpose of the meeting is twofold:
  - a. It gives NorCCRA Region leaders a chance to educate the Council Presidents about what NorCCRA is, and why it is important to residents and to the CCRCs (such as, the medical expense deduction and the threatened sales tax imposition on NC CCRCs).
  - b. It gives the Residents' Association/Council Presidents a chance to interact with one another and to exchange ideas. This was very important in the 2018 Eastern Region meeting; indeed the presidents decided they wanted to institutionalize the conversation and asked if NorCCRA could provide the mechanism for doing so. Margaret Zircher, NorCCRA Communications Director, agreed to set up a place on a closed google group for a "Presidents' Forum", that has become a popular method of exchanging ideas.
3. The **Region Annual Meeting**. Normally held in April at the Planning Team's CCRC. This day-long meeting is the culmination of the 11 month-long planning effort. It brings together interested NorCCRA members in the region for a day of substantive presentations (on the topics discussed at the September Planning Meeting) and the chance to interact with one another and develop important inter-CCRC relationships. One outcome: several attendees expressed an interest in having one or another of the speakers come to their community to speak.

The 2018/2019 Eastern Region Planning Team divided the planning activities up in the following manner:

a. The Chair developed the themes and topics, identified speakers, organized and ran the Planning Meeting and Presidents Meeting, and chaired the Annual Meeting.

b. The Vice-Chair handled all meeting logistics, including lettering name tags, assembling briefing folders, putting them at each place at the meeting tables, working with staff at the host CCRC to make sure all was in order, and all of the other things that make a meeting run smoothly. Gum backed name tags would be easier to make and distribute than the lanyard ones used in 2019.

c. The Treasurer took charge of the NorCCRA Eastern Region funds that were passed on by the previous planning group, got the account switched to a Wells Fargo branch close to the hosting CCRC/region officers, and handled all expenditures associated with all three meetings (including keeping receipts for all expenditures). The Treasurer makes an annual report to the Treasurer of the statewide organization. The Treasurer's biggest task was to receive the checks from attendees for lunch at the Annual Meeting, check them off on a spreadsheet he developed, and deposit all (maybe 100 – 200) checks in segments of a size that the bank could handle. **(It should be noted that the Region Treasurer's Activities may be assumed by the statewide Treasurer.)**

d. The Secretary prepared minutes of the meetings.

Obviously future planning teams may decide on a different allocation for duties. It is important to emphasize that we all went to all three meetings and got together frequently throughout the year to discuss ideas and make plans.

### **Chronological Roadmap of Program and Planning Activities**

#### **Program Activities 2018**

May - July: Develop possible themes and topics for the 2019 Annual Meeting

- Explore various topics, email and talk to representatives from other CCRCs in the region as well as other people in the area about topics and what each might entail;
- Identify possible speakers at nearby universities, within the CCRC, elsewhere in the local community;
- Draft an initial statement of each topic under consideration;
- Cull the list of possible topics as the definition of topic and identification of speakers firms up

Mid-July:

- Establish date for **Planning Meeting** with the host CCRC;
- Draft and email letter to NorCCRA Representatives inviting them to the meeting, reminding them of its purpose, briefly outlining the themes and topics that the Planning Team has identified so far for the Annual Meeting

August:

- Establish date for **Presidents Meeting** with NorCCRA representatives at the scheduled host CCRC (usually mid-October to mid-November);
- Draft and email letter to CCRC Residents Council/Association Presidents inviting them to the **Presidents Meeting**
- Solicit ideas via email from Council Presidents for issues and topics they would like to discuss at the meeting;
- Send follow-up letter to NorCCRA Representatives reminding them of the September **Planning Meeting**. Include (draft) Agenda

September:

- Hold **Planning Meeting** at specified host CCRC.
- Describe each proposed topic for the **Annual Meeting**;
- Solicit comment and suggestions about each topic;
- Take note of suggestions for alternative topics;
- Solicit suggestions for speakers and/or comment on already identified speakers;
- Revise description of Themes and Topics as needed;
- Secretary to prepare minutes of Planning Meeting for the record and for distribution to attendees

September-October:

- Contact possible speakers for **Annual Meeting**;
- Set date of **Annual Meeting** with host CCRC;
- Make final selection of speakers, checking their availability on the dates selected for the April **Annual Meeting**;
- (Revise date if necessary to accommodate speaker's schedules)
- Send out reminder to CCRC Council Presidents of date and place of Presidents Meeting;
- Develop the Agenda for the **Presidents Meeting** with reference to the topics suggested by Resident Council presidents

October-November:

- Hold **Presidents Meeting** at Host CCRC
- Put Communications Director on the agenda to tell Presidents about the NorCCRA "Presidents Forum"
- Secretary to prepare minutes of the **Presidents Meeting** for distribution to attendees and to NorCCRA officers and representatives

December-January:

- Check with speakers selected for the **Annual Meeting**, making sure they are focused on the topic they have agreed to speak on at the April meeting, and that the date is on their calendar
- Write brief speaker biographies (pass by speakers for approval) to be included in the agenda packet Draft announcement of meeting for The Hotline and CCRC newsletter(s)

## January-March:

- Up the coordination with other members of the Planning Group to make sure the logistical arrangements (Vice-Chair and Treasurer) are under way, you've thought of everything with regards to speakers, and all bases covered.
- Email poster announcing meeting to all NorCCRA Representatives at CCRCs to place in mailrooms as well as an application form to be duplicated and given to all NorCCRA members;
- Periodic emails to Representatives to post reminders of application deadline;
- Treasurer is receiving and entering in spreadsheet by CCRC all attendees and checks;
- Check in with speakers to determine their Audio Video (A/V) needs and keep them interested in the NorCCRA meeting and focused on their part—send them a draft agenda so they can see the whole program and their part in it;
- Finalize Agenda for Annual Meeting.
- Meet with all staff players at the host CCRC (the staff in charge of meetings and parking arrangements, the Chef, the A/V folks, etc.) to make sure all plans are in place;
- Prepare folders—agenda, speaker handouts, speaker bios, pad and pen;
- Final communications with attendees; deposit of lunch fees in bank account;

## April:

- Have an informative, interesting, and successful meeting;
- Hold Region Business Meeting, including election of new region officers;
- Secretary prepares minutes of the meeting;

## May:

- Offer advice and mentoring to the new Region Planning Team;
- Report on meeting to May monthly Zoom meeting of statewide NorCCRA Executive Committee;

## Meeting Logistics

- Line up volunteers to help as greeters and to guide guests to the meeting room. Galloway Ridge had 12 volunteers because of the circuitous route to the meeting hall and then to the lunch buffet and dining rooms.
- Make arrangements for bus and visitor parking, and provide a lounge and lunch for the bus drivers
- Get any hand-outs speakers wish to have distributed by mid-March.
- Get name tags, folders, pads and pencils, and any favor your CCRC wants to include in the folders. Have these in hand by late February or early March so you are ready to collate and stuff the folders with time to spare. Up to 200 attendees should be anticipated
- As people register for the meeting, alphabetize participants by CCRC. Keep up with changes. If you are not the team member who receives the registrations, ask to be given just the additions/changes, not a new list. (This is for ease of tracking. Getting just the whole revised list forces you to go through the entire list to find the changes!)
- Two weeks prior to meeting, stuff folders.
- Print out name tags.
- Meeting Day: Place name tags on table in alphabetical order by CCRC.
  
- LESSON LEARNED: It would be easier and cheaper to use disposable stick-on name tags rather than the plastic ones that pin on or lanyards. Either way you have to print the name and CCRC on the name tag, but it was time consuming to put the tag into the plastic holder. Have blank name tags available for changes – 30 should be sufficient. Have nice special name tags for the presenters and perhaps statewide officers, past Presidents, etc.

**The Region Treasurer's Activities may be assumed by the statewide Treasurer.**

Note: Since space is limited, it is important to make clear in announcements that a check to cover the cost of lunch must accompany each registration form.