

**The Salvation Army
San Francisco Advisory Board Meeting**

Tuesday, May 16, 2023 from 4:00 p.m. – 5:30 p.m.

AGENDA

Call to Order

Craig Mesenbrink

Invocation

Major Darren Norton

Business:

PR/Communications

June Sargent

June Sargent will discuss marketing strategy and public relations planning in order to inform people in the Bay Area about The Salvation Army's offerings through the use of social media, including Twitter and Facebook. There are short videos being recorded and produced to feature The Way Out program. Pride Fest is coming up next month and The Salvation Army is planning to attend the event and have a booth.

The Way Out & Metro Report

Major Darren Norton / Major Matthew Madsen

Major Darren Norton will discuss The Way Out program and its accomplishments, milestones, challenges, ideas and schedule of events. This is one of The Salvation Army's main programs that helps people who are facing addiction and homelessness. The new culinary program's progress may be discussed.

Major Matthew Madsen will discuss the San Francisco Metro Report to inform meeting participants of the various Corps around the city and the activities that they are engaging in to assist the city's most urgent needs. These include services that are provided from The Salvation Army's buildings such as the Harbor Light Center, the Chinatown Corps, the Kroc Center and SOMA Corps. There is also the Safe Sleeping Sites meal-delivery program taking place downtown. Summer Camp season is approaching for kids and adults, so logistics are being planned.

Adult Rehabilitation Center (ARC)

Major Mark Nelson

Major Mark Nelson will discuss the Adult Rehabilitation Center (ARC) residential facility and how it is assisting people in the Bay Area to combat addiction, build social skills, restore families and regain health and stability. There are logistics to mention regarding property upkeep and renovations, along with partnerships and opportunities to further help residents.

Development

Bill Hamlin / Jennifer Byrd

Bill Hamlin will discuss The Salvation Army's charity and fund-raising schedule (e.g. Flower Power, Pride Fest, Summer Camps, Golf Tournament), along with ideas to develop more sponsorships and community involvement.

Current ideas are to host more small events, schedule brainstorming sessions, re-engage with sports franchises, and continue to reach out to the corporate and technical sectors in San Francisco.

Jennifer Byrd will discuss current events that are taking place in the city in which The Salvation Army may be able to participate, including holiday festivities, public meetings and political fundraisers. She will mention the organization's advertising metrics, along with the print and online publications that sponsor The Salvation Army, and share the results of her research.

Nominating / Membership

Craig Mesenbrink / Jim Kennedy

Craig Mesenbrink will discuss various plans to help grow the Advisory Board. The process of recruiting and reaching out to future members will be mentioned. He is considering a mentorship program for new Board members. He may update meeting attendees about the success of the Advisory Board's tour groups. They have traveled around the Bay Area to witness The Salvation Army's current social programs in action.

Discussion:

Advisory Board members may share information about the charitable programs that they are involved with and how they are linked to The Salvation Army. There may be suggestions for current Board member recruiting, along with a brainstorming session about how the businesses and communities in which they currently work can further assist the Bay Area's residents.

Benediction

Major Matthew Madsen

Adjournment

Craig Mesenbrink

Upcoming Events:

Flower Power
Executive Committee Meeting
Advisory Board Meeting
Echelon
Pride Fest