

Two Rivers Regional Council of Public Officials

Governing Board Meeting Agenda

107 N 3rd, Quincy, IL 62301

July 14th, 2022 – 6:00 PM

Zoom Link: <https://us02web.zoom.us/j/89817533761?pwd=bll5TFEwbHZuMStlcEF5MGZDSGhWZz09>

Call Board Meeting to Order – Chairperson

Approval of Minutes from previous Meeting***

Executive Director’s Report – Jeremy Oshner ***

Agency Department Reports ***

- Fiscal – Mike Muehl
- Community Development – Chad Frederick
- Community Services – Becky Pruden
- Weatherization – Jon Vrandenburg
- Workforce Development – Kathryn McDaniel
- Marketing – Mark Schneider

Old Business

- Intergovernmental Agreement & Bylaws Update

New Business

- Affirmative Action Plan

Public Comment & Announcement – Open

Adjournment*

* Indicates some action is required for this agenda item

**Indicates discussion and possible vote

***Indicates discussion, vote, and handouts



To grow stronger and more positive communities through relationships. As a connected community of individuals, families, businesses, and government; we focus on supporting the basic needs of our community, fostering resiliency, and developing economic opportunity for all.

Two Rivers Regional Council of Public Officials Governing Board & Community Action Advisory Board Meeting Minutes

107 N 3rd, Quincy, IL 62301

April 14th, 2022 – 6:00 PM

Call Board Meeting to Order – Mark Yingling

- Mark Yingling called the meetings to order at 6:12 PM
- In attendance: Governing Board (quorum met) – David Hoskins, Mark Yingling, Jenna Harrelson, Gary Mendenhall, Mike Troup, Chet Esther, Mark Sprague, Natalie Roseberry, Derek Ross, Steve DeMoss

Approval of Meeting Minutes

- Steve DeMoss motioned to accept the minutes and Natalie Roseberry seconded.
- The minutes were accepted unanimously.

Executive Director's Report – Jeremy Oshner

- Natalie Roseberry motioned to accept the Executive Director Report and Mark Yingling seconded.
- The Executive Director's report was accepted unanimously.

Agency Department Reports

- Fiscal – Mike Muehl
- Community Development – Chad Frederick
- Community Services – Becky Pruden
- Weatherization – Jon Vrandenburg
- Workforce Development – Kathryn McDaniel
- Marketing – Mark Schneider
 - Reports were presented. Dave Bellis motioned to accept the Department Reports and Natalie Roseberry seconded.
 - Reports were accepted unanimously.

Old Business

- iCAT
 - There was discussion on the agency and board retaking the iCAT soon
- Updating Lease for Pike County Building
 - The Two Rivers Council Foundation is considering raising the rent for the building in Pittsfield, IL.
- Loan write-off for Big River Fish
 - There was discussion on whether or not we would be able to get anything else from this loan – there is no further monies will be paid on the loan and there are no assets to retrieve
 - Mark Sprague motioned to accept the write-off and Dave Bellis seconded.
 - Write-off was accepted unanimously.

- Foundation Appointment
 - There was a motion made for Natalie Roseberry to step down from Finance Committee and join the Foundation Board and then appoint Mark Sorenson to the Finance Committee.
 - Steve DeMoss motioned to accept the motion and Mark Yingling seconded.
 - Motion accepted by Dave Bellis, David Hoskins, Steve DeMoss, Mike Troup, Mark Yingling, Jenna Harrelson, Mark Sprague, Derek Ross, Gary Mendenhall. Natalie Roseberry abstained.
- Updated Insurance Pay Scale for Staff Coverage
 - Tabled until next meeting to allow more time for research and information from Mayor Mike Troup on what the City of Quincy uses for their coverage.
- Audit Bid
 - Mike Troup motioned to accept bid from Gray, Hunter, Stenn and Mark Yingling seconded.
 - Bid was accepted unanimously
- Intergovernmental Agreement and Bylaws Update
 - David Hoskins motioned to accept the updated Intergovernmental Agreement making the mayors non-voting members and Steve DeMoss seconded.
 - Motion passed unanimously

Public Comment and Announcement

- None

Adjournment

- Dave Bellis motioned to adjourn, and Steve DeMoss seconded
- Meeting was adjourned at 6:56 pm

Executive Director Report

July 14th, 2022

Strategic Plan

SP1: Increase community awareness & understanding of TRRC

The two major components of this part of the strategic plan in the past quarter were the website and an agency marketing plan. The new website has gone live and has already been an asset to the agency. In preparation of the new program year, I asked our Marketing Coordinator to prepare an Agency Marketing Plan for the upcoming year. He and I worked on that and then presented it to the Leadership Team. This plan will drive our marketing focus for the upcoming year.

SP2: Strengthen inter-organization communication

We had a quarterly staff meeting on June 17th. All departments were allowed to give a short presentation on their current programs and answered staff questions. I reviewed the iCAT with the staff, presented our new Agency Capacity Training Program, and we presented an Employee Annual Earnings & Benefits Report to all staff.

The Agency Capacity Training program was designed to help staff better understand the agency as a whole and become a better employee and potential leader for the agency. It is a 12-week program made up of the following components:

- Mentoring with the Executive Director
- Job Shadowing Your Department Supervisor
- Job Shadowing all other Departments
- Leadership Skills Training
- Leadership Team Meeting Attendance
- Board Meeting Attendance
- Final Report to the Leadership Team

The Employee Annual Earnings & Benefits Report was created to give all staff a thorough understanding of their entire benefits package. It breaks down salary and fringe benefits to show staff what their actual hourly rate is. The report also breaks down the cost for all leave time that is accrued in a given year. This report will also allow supervisors a better understanding of their staff costs for budgets, and it will assist with staff evaluations as well.

SP3: Streamline & integrate information systems for entire agency

We were able to complete the data entry and reporting for our Community Needs Assessment that is required by the Community Services Block Grant. Many staff worked very hard on this. I am also still working on an annual report for the agency.

Executive Director Report

Agency Activities

Pike County Building

Work on the building in Pike started at the end of May. John Petty & Sons Custom Builders began work on the structural repairs. If the project continues as plan then the structural repairs will be done the week of July 25th.

In the meantime, I have been evaluating other funding opportunities to complete the façade project. I have been looking at interest rates from local banks and comparing that with the interest rate we might receive from the USDA loan. The USDA loan might cost us more because prevailing wage will kick in on that project then. We may only try to get the \$25,000 grant and do a portion of the project that way.

iCAT

This year our overall capacity score was at 72. Our score was a 57 when we took the iCAT in 2019. That is a pretty significant increase. There are many things that the agency has been working on to increase our capacity which has contributed to the increased score. The overall score is out of 100 and is a weighted average of the subcapacity scores. Subcapacity scores are weighted based on their importance in an organization's success as shown by an analysis of research and iCAT dataset trends. 70 is an average score. An organization scoring below 70 requires capacity building in order to run successfully. A score between 70 and 80 shows an organization that needs some work in order to run most effectively.

Per the iCAT recommendations I plan on working on the following issues:

Strategic Planning – Our current strategic plan runs through the end of 2023. So, at the beginning of next year we need to be looking at creating another strategic plan and focusing on areas of growth and concern.

Staff Fundraising – I talked about this opportunity with the agency staff at our meeting in June. We will be looking at strategies on how staff can help the agency in this area.

Board Fundraising – I plan on working with The Two Rivers Council Foundation Board on agency fundraising. We will be putting together a Fundraising Committee soon.

Individual Donors – Initially I plan to work with Staff and the Boards to kickstart our fundraising efforts agency-wide. Individual Donors should be a direct result of those efforts.

Marketing – Hiring Mark Schneider as our Marketing Coordinator almost a year ago was the first step in this effort. He and I have been working on several marketing opportunities. The Marketing Plan he created will propel us further in this area.

Mission Leadership – We have been working in this area in getting everyone on the same page with our mission, vision, and strategic plan. It is talked about frequently in agency communication and is reported on at each board meeting. I will continue this effort to improve this area of concern.

Executive Director Report

Impact Accountability – This area of concern has to do with results. Each of our programs has a reporting structure to show our results and how we are spending our grant money. To help the community at large understand our impact more, I am working on an annual report. Our continued marketing efforts should also help in this area.

Financial Overseeing – This has to do with board oversight of the agency finances. We have policies in place for this area of concern. However, the Finance Director and I have had discussions on how we might better present information to the board.

Community Leadership – We partner with many different facets of the community. However, it seems there is still confusion as to what our agency does in the community or there are things that we do that the community doesn't realize we play a part in for the area. Our marketing efforts should help with this. I have also talked with staff about being an advocate for the agency when they are out and about in their daily lives and at work. I would ask that the Board do the same.

As you can see, many of the areas of concern were already being addressed. Other areas were in a discussion phase within the agency. The lowest score was in Resource Generating (62) and the next lowest score was Overseeing (67). The other areas were ranked at a level that they are not as big of an issue. I firmly believe that Resource Generating is a top priority for the agency to continue to be an effective entity in the community.

I have attached the full iCAT reports for your review.

DCEO Technical Assistance Plan (TAP)

The Community Needs Assessment has been tabulated and the results put in report form for Becky to use to create her Community Action Plan for CSBG. As soon as we finalize the Community Action Plan for CSBG then that section of the TAP will be done. All other issues are resolved.

IDES Building Lease

We are finally at a place where we are negotiating the lease and any back rent that is due. I'm hoping to have a lease finalized by the end of the month.

Other Activities

Attended a training on Locating Private Foundation Funding on 4/29/22

Attended Intro to ROMA (Results Oriented Management and Accountability) Training on 5/7/22 & 5/8/22

Attended Agency Risk Assessments training on 7/12/22

TWO RIVERS REGIONAL COUNCIL OF PUBLIC OFFICIALS
Statement of Revenues and Expenditures - Unposted Transactions Included In Report
From 4/1/2022 Through 6/30/2022

	04/01-06/30/22	01/01-03/31/22	Current Year Actual
REVENUE			
REVENUE	72,524.99	86,535.78	309,595.16
REV. DHS	23,063.54	85,152.74	215,203.23
REV CHRISTMAS BASKET	17,085.91	0.00	17,085.91
REV. PIKE FOOD PANTRY	20,391.00	987.50	175,893.54
REV. BROWN CO. FOOD PANTRY	22,651.10	622.00	23,273.10
REV ADMIN FEES	233.94	170.52	465.29
REV. FS ENERGY ASSIST	25,000.00	52,500.00	77,500.00
REV.INTEREST ON ACCOUNT	125.01	130.31	727.80
REV.INT ON LOANS	888.35	923.83	4,666.21
REV.LOAN PAYBACK	4,620.25	4,581.36	35,716.12
REV.REFUNDS	850.33	5,122.70	12,278.52
REV RENTAL INCOME	250.00	375.00	1,500.00
REV REIMB SUBCONTRACTOR	1,408.94	8,186.72	17,842.74
REV SCHOOL SUPPLIES	183.54	0.00	183.54
REV. BROWN CO TOY DRIVE	200.00	0.00	200.00
REV.ST IL DCEO GRANTS	1,433,695.68	1,167,822.73	4,750,521.75
REV. OTHER GRANTS	875.00		9,147.00
REV.TRRC ADAMS COUNTY	0.00	36,906.65	36,906.65
REV.TRRC BROWN COUNTY	0.00	3,815.35	3,815.35
REV.TRRC PIKE COUNTY	0.00	9,036.50	9,036.50
REV.TRRC SCHUYLER COUNTY	0.00	4,149.20	4,149.20
REV.UNITED WAY	19,160.71	0.00	31,181.86
REV WIOA	<u>36,109.72</u>	<u>95,259.67</u>	<u>180,595.84</u>
Total REVENUE	<u>1,679,318.01</u>	<u>1,562,278.56</u>	<u>5,917,485.31</u>
EXPENSE			
WAGES SALARIES	225,683.55	212,568.62	917,538.13
FRINGE BENEFITS	0.00	374.09	435.26
FR HEALTH INSURANCE	40,422.57	24,570.52	141,642.76
FR PENSION	2,672.81	2,423.41	10,333.41
FR WORK COMP	3,096.66	2,909.62	16,926.54
FR UNEMP COMP INS	886.43	5,688.42	9,610.59
FR FICA & MEDICARE	15,823.19	9,917.22	58,939.72
FR ANNUAL LEAVE ACC TKN	81.42	340.48	(2,406.82)
ADV MARKETING	1,925.00	1,805.50	8,259.17
ADV RECRUITING	250.00	0.00	3,228.42
APPLICATION FEE	0.00	0.00	11.00
AUDIT	0.00	17,325.00	27,825.00
BACKGROUND CHECKS	79.95	0.00	799.50
BANK SERVICE CHARGES	0.00	0.00	440.00
BUILDING CLEANING	6.04	0.00	6.04
BUILDING FIXTURE/SMALL EQUIP	0.00	0.00	3,962.50
COMPUTER SOFTWARE	2,094.79	2,419.18	11,677.04
COPY EXPENSE	300.00	0.00	300.00

TWO RIVERS REGIONAL COUNCIL OF PUBLIC OFFICIALS
Statement of Revenues and Expenditures - Unposted Transactions Included In Report
From 4/1/2022 Through 6/30/2022

	<u>Current Period Actual</u>		<u>Current Year Actual</u>
CLIENT RENT EXPENSE	44,137.00	40,955.00	181,596.00
DISPOSAL SERVICES	2,484.96	1,087.50	6,382.96
DUES.PUBLICATIONS.SUBS.FEES	0.00	0.00	149.90
EQUIPMENT PURCHASE	0.00	1,234.25	0.00
FIRE EXTINGUISHER EXPENSE	0.00	74.00	74.00
PIKE CO FOOD PANTRY EXPENSE	4,223.24	4,057.29	123,591.26
BROWN CO FOOD PANTRY EXP	4,467.19	1,066.14	71,479.05
GRANT OVER/UNDER EXPEND	(1,278.00)	78.00	27,424.95
INTEREST EXPENSE	0.00	0.00	1,540.61
INTERNET ACCESS	1,139.70	1,314.70	4,523.86
INSURANCE - OTHER	0.00	0.00	39.22
LEGAL & PROFESSIONAL	0.00	400.69	1,727.34
LIABILITY INSURANCE	5,857.08	5,857.08	26,375.91
MAINTENANCE AGREEMENTS	285.00	232.50	843.50
MEETING EXPENSE	0.00	40.98	40.98
MEMBERSHIPS	150.00	0.00	3,187.53
OFFICE SUPPLIES	13,328.52	5,860.69	65,512.99
OTHER COSTS	(426.66)	3,917.29	3,859.46
POSTAGE	350.45	118.35	1,356.40
REIMB COSTS	0.00	0.00	62,345.49
RENT SPACE	16,557.03	16,557.04	76,503.60
SERVICE FEES	0.00	0.00	131.95
TELEPHONE.CELLULAR	1,054.91	983.65	4,708.67
TELEPHONE.MONTHLY BILLING	0.00	0.00	0.00
TELEPHONE.SWITCHBOARD	1,640.06	1,196.02	4,805.66
TOOLS	630.76	7,515.64	8,352.73
TRAINING	500.00	300.00	1,329.90
TRAINING-EDUCATIONAL	0.00	300.00	8,856.40
TRAVEL CLIENT RELATED	3,561.00	2,727.18	10,750.18
TRAVEL.MEALS.MOTELS STAFF	3,391.34	4,868.87	14,820.69
UTILITIES	3,995.32	4,558.87	13,640.07
VEHICLE EXPENSE	572.07	125.91	1,125.97
VOCATIONAL CLIENT	2,223.37	1,957.25	6,541.56
RECOGNITION	15.00	60.00	8,394.37
EVICT.RENT	31,032.46	7,845.00	51,226.46
MEDICAL CARE	307.70	180.76	488.46
PERSONAL CARE	763.00	213.92	1,981.17
RENT DEPOSIT	150.00	350.00	800.00
SCHOLARSHIPS	0.00	0.00	5,000.00
SCHOOL SUPPLIES	2,435.92	0.00	2,857.11
SHELTER HOTEL	35,137.59	7,322.72	42,460.31
SHORT TERM RENTAL	0.00	427.00	427.00
TRANSPORTATION	2,253.40	1,081.50	4,924.30
UTILITIES & OTHER	20,731.01	12,236.80	86,697.17

TWO RIVERS REGIONAL COUNCIL OF PUBLIC OFFICIALS
Statement of Revenues and Expenditures - Unposted Transactions Included In Report
From 4/1/2022 Through 6/30/2022

	<u>Current Period Actual</u>		<u>Current Year Actual</u>
UTILITY DEPOSIT	617.17	403.13	1,480.04
DC A HEATING	861,575.76	555,110.90	3,199,073.53
DCA D2 MATERIAL FURNACE	87,592.81	129,921.91	284,621.35
DCA HEALTH & SAFETY	1,708.00	705.00	10,014.04
DCA D2 LABOR FURNACE	58,870.58	78,338.66	197,699.37
D3 ES PAYMENTS/LIABILITY INS	<u>220,637.00</u>	<u>52,114.00</u>	<u>357,391.00</u>
Total EXPENSE	<u>1,725,994.15</u>	<u>1,234,038.25</u>	<u>6,198,682.73</u>

Two Rivers Regional Council of Public Officials
Agency Cash Analysis
As of 06/30/22

Agency Account	06/30/22	03/31/22
Consolidated	133,058.44	216,250.43
Revolving Loan	150,266.88	150,191.16
TRRC-IHDA	10,253.36	34,507.25
IHDA 2.0	10,535.75	7,594.61
Pike Reachout	58,153.61	53,650.47
Project Reserve	7,277.45	7,277.27
EDA Revolving	138,156.69	132,644.73
EDA/RLF Seq	216,207.09	216,201.63
Annual IEave	36,468.34	36,467.42
Cafeteria/Other	10,281.90	10,281.65
	770,659.51	865,066.62

TRRC Board Report – July 14th, 2022

COMMUNITY DEVELOPMENT

- We are currently helping people in the ILRPP 2.0 Rental Assistance Program from the grant we received from IHDA. We are helping with denials and questions.
- We are still working on ILRPP 1.0 as well and an extension of this program will last until September. Currently this program is focusing on helping with evictions.
- We are currently administering the HAF grant we received from IHDA for Marketing and Outreach regarding their Homeowner Assistance program.
- The Two Rivers Land Bank Authority is fully operational, and the website is also live at TRLBA.org. Next Meeting will be in August, likely 8/18.
- TRLBA has over 15 properties that are all close to being owned by the Land Bank and ready to sell.
- Still working on the Community Navigator Program with businesses assisting them in possible funding opportunities with DCEO programs. The Grant period was extended through December so we should be able to use all funding.
- Working with City of Jacksonville on possible funding opportunities for Performing Arts Building.
- Talking to other interested entities about the possibilities of joining the Land Bank and working on solidifying a meeting date likely in September or October.
- Still looking into funding opportunities for the Mill Creek Water District and a couple projects they are wanting to do.
- The Land Bank is currently part of the Illinois Land Bank Association and Chad is serving on that board and assisting in drafting Illinois legislation to help get funding for Land Banks in Illinois.
- Working with USDA on application for a Grant regarding the Pike County building.
- Continuing the administering of the Strong Communities Grant that we wrote on behalf of Adams County for the Land Bank.



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Regional Council of Public Officials

"Community Development Through Regional Cooperation"

Weatherization Update – July 6, 2022

Our Community Services team has been gathering contact information from interested clients in all counties and has begun scheduling applications for the new program year. We completed the past program year with a total of 25 homes weatherized and have rolled any excess clients over into the new program year.

We consistently have homes in all stages of Weatherization services. We continue to see some supply chain issues related to Heating and Ventilation equipment that we are working through with our contractors. We plan to complete around 40 homes with Weatherization services this program year. We have 15 assessments complete to jump start this program year and will continue to schedule them so that we can have a surplus of work orders throughout the program year.

Our second monitoring visit from our State Specialist for Program Year 2022 concluded with all findings being minimal and immediately rectified. This is done to make sure that our contractors, assessors, and inspectors are following program standards and providing the best possible service to our clients.

We completed our Weatherization Plan for Program Year 2023 in April. All responses were found to be acceptable by our State Specialist.

We will begin Procurement of new and existing contractors this Summer for the new program year using the Market Analysis of materials and labor that we compiled last Fall.

Our Weatherization Assessor has accepted an opportunity to advance his career with another company. His last day of employment with Two Rivers was July 1, 2022. We have conducted final interviews for a new Assessor and have a spot reserved in the first round of the IHWAP Training and Certification Program (TCP) for them. Best case scenario, they will complete TCP and field certifications around February 2023.

Our Coordinator plans to attempt certification as a Healthy Home Evaluator through the Building Performance Institute (BPI) this fall. After our Assessor completes IHWAP TCP, they will be encouraged to attempt certification as an Energy Auditor and Quality Control Inspector through BPI.

Workforce Development Department Board Report

July 8, 2022

Kathryn McDaniel

Program Review

Workforce Development closed out program year 2021 strong. WDD welcomed Christian Bridgewater as the new outer county Career & Employment Specialist. We are serving clients in person by appointment. We have served 161 clients this program year and exceeded our last year's number of clients.

Workforce Innovation & Opportunity Act (WIOA)

We have many students enrolled in our summer programs including CNA and CDL. We are expanding with clients in work-based learning and an apprentice at Yum Factory. We are collaborating with local employers for additional WBL opportunities. We are using outreach to attract more youth clients.

Supplemental Nutrition Assistance Program Job Placement and SNAP to Success Combined Program

The SNAP Job Placement program has combined with the SNAP to Success program for the program year 2023. With additional supportive service and vocational training funds, we are looking to serve additional clients. This program is still voluntary.

Temporary Assistance for Needy Families Job Placement (TANF JP)

We are currently accepting referrals from DHS, referrals that had been on hold during the pandemic. Clients are requesting more supportive services as they are returning to work and volunteer sites.

Rental Housing Support Program (RHSP)

There are 30 families in the Rental Housing Support Program for Adams, Brown, Pike, and Schuyler counties.

Community Services Block Grant (CSBG)

We are currently engaging 4 clients in this program.

Community Outreach & Assistance (COA) – COVID Relief through IHDA

The IHDA 1.0 grant, known as the Illinois Rental Payment Protection, sent information on the Eviction Prevention program each judge and court system in the State of Illinois. Clients' applications were expedited to avoid eviction. THE ILRPP 2.0 Program is being managed by Community Development. Additional sessions will be announced as they are made available.

One-Stop Operator – Western Illinois Services for Employment (WISE)

The One-Stop is open by appointment only, with few requests for this option. The State of Illinois is revisiting the idea of opening the One-Stop and partners are in discussion with required adjustments to make this happen. Several pilot re-openings have happened throughout the state. IDES continues with some Zoom and a few in-person classes.



Two Rivers Regional Council of Public Officials 2022/2023 Marketing Plan

Organization Summary

Two Rivers Regional Council of Public Officials is a unit of local government established by intergovernmental agreements between Adams, Brown, Pike, and Schuyler Counties in Illinois. Its activities are funded by membership dues, state, federal, private grants, and administrative fees received for providing services. The Governing Board includes county and municipal representatives and members representing various citizen's interests. It has an affiliated 501 (c) (3) called the Two Rivers Council Foundation.

TRRC Vision

A thriving community of inter-connected individuals, families, businesses, and government.

TRRC Mission

To grow stronger and more positive communities through relationships. As a connected community of individuals, families, businesses, and government; we focus on supporting the basic needs of our community, fostering resiliency, and developing economic opportunity for all.

Initiative #1 – Digital Outreach

Description: TRRC will continue to increase our digital footprint by utilizing our new website, continuing to interact across social media platforms, and growing our email list.

Goal of Initiative: By increasing our digital footprint, TRRC should see more client interaction and donor participation.

Metric to Measure: Increase traffic to website by 25% over the next year leading to a 10% increase in new clients.

Initiative #2 – Fundraising Committee

Description: Create a fundraising committee

Goal of Initiative: TRRC will create a fundraising committee comprised of board members and employees to initiate and manage fundraising programs and events.

Metric to Measure: Creation of committee completed by end of July 2022.

Initiative #3 – Fundraising Efforts

Description: TRRC will begin fundraising efforts on a grassroots level. We will build a donor database and start a fundraising campaign. We will include a digital element in our fundraising efforts.

Goal of Initiative: Engage potential donors and increase donations to the Two Rivers Foundation. Create a reliable database to use and build upon for the future.

Metric to Measure: \$10,000 in unrestricted funds donated by the end of 2023.

Initiative #4 – Public Event

Description: TRRC will create a public event to engage, educate, and entertain potential clients and donors with the idea that it will be a yearly event.

Goal of Initiative: TRRC wants to increase community understanding of our mission while also giving the community an opportunity for participation.

Metric to Measure: 100 attendees would show interest in event and give TRRC a baseline to grow on.

Initiative #5 – Signage

Description: New signage for outer-county offices

Goal of Initiative: TRRC will increase visibility for offices in Pike, Brown, and Schuylar Counties with new signage. TRRC wants to connect with everyone in every county we serve. Improved signage would increase access to our offices.

Metric to Measure: Signage for our outer-county offices and name recognition are listed in the Weaknesses category in a recent companywide SWOT analysis. Increase these categories to Strengths.

TRRC SWOT Analysis

Strengths

Variety of programs, strong leadership team, Crexendo, great staff, proven results with programs, many programs, good staff communication, customer service, client job training, reach to counties, remote services, marketing, offices in each county

Weaknesses

Name recognition, grant funding limitations, no in-house IT, IDES office restrictions, training for new staff, internal knowledge for all programs for all staff, outer office organization and signage

Opportunities

Agency is a leader in the community, donations/funds, marketing, emergency housing initiative, public image, educating service counties on the services we have, youth involvement in programs, TRRC Hub, Workplace & all staff meetings, community calendars, community involvement, more grants for more programs

Threats

Pandemic funding fallout, IDES office restrictions, lack of client knowledge leading to reluctance in contacting TRRC, staff for new opportunities, check-in makes clients uncomfortable, ARPA funding confusion on new programs, fear of additional pandemic measures

Target Audience

Two Rivers Regional Council of Public Officials must market to a wide audience. With the programs TRRC offers, we need to reach several demographics simultaneously. Clients are our number one priority. However, our clients range from people in need of assistance to pay bills for basic necessities to small businesses looking to thrive in our communities. TRRC must also be able to reach donors in the four counties we serve. We have a unique target. The age of our target audience ranges from 17 to 80. TRRC needs to connect and communicate with a large population that is as diverse as the programs we offer. The marketing and outreach efforts of the organization should appeal to people that don't have a high school degree and those who are college-educated alike. The agency needs to cultivate community based and business partners better for long-term financial stability.

Donor Personas

Persona #1: Mary, age 38, mother

Lifestyle: Mary works and is in a financially stable situation. She is involved in the community and cares about education. She wants to make an impact locally and know where her donation is used.

Personal Background: Mary is from the area. She is college educated.

Challenges/Pain Points: Mary sees more people, including friends, struggling to live a sustainable life in her community. She wants to see more people earn a livable wage and be able to support their families.

Professional Background: She has a master's degree in occupational therapy and works for the local hospital. She also volunteers at the local dog shelter.

Where Mary goes for information: Mary uses different social media platforms but primarily uses Facebook. She reads local news websites and watches national morning news programs.

Persona #2: Tim, age 55, single

Lifestyle: Tim is a laborer. He owns his home. Tim is concerned the younger generation doesn't know the value of a hard day's work. He does his own home and car repair. He helps his extended family members as much as possible with maintenance and repair projects.

Personal Background: Tim is divorced with no children. He is not originally from the area but moved here in his 20's for work. He has a high school degree.

Challenges/Pain Points: Tim has struggled in the past with paying bills and has had used public assistance programs. He wants to help others who are currently struggling but doesn't know what he can do.

Professional Background: Tim has worked for the same company for 30 years. He helps family and friends by doing jobs for free.

Where Tim goes for information: Tim reads the local newspaper but does not trust national news sources. He does not like social media and rarely uses the internet. He does listen to the radio while working and hears news briefs while tuned in.

Competitive Analysis

United Way Regional Offices:

What they do: United Way provides several services directly to the community. The organization often has companies hand out donation pledge forms to employees, encouraging 100% participation. They have a strong presence in our area.

How we compete: While we work with United Way in our area as partners, we also compete with them for donations in the area.

Bella Ease:

What they do: Bella Ease offers a variety of programs to assist with the healthy family growth and development of youth.

How we compete: They have a Work Focus program that directly competes for funding with our Workforce Development Department.

Marketing Channels

Website: trrcopo.org

Purpose of Channel: Distribute information, communicate with clients, collect donations

Metric to Measure: Increase traffic by 25% in one year of new site going live (4/21/22)

Social Media Channel: Two Rivers Regional Council Facebook Page

Purpose of Channel: Distribute information, engage clients and donors

Metric to Measure: Increase reach by 50% and page visits by 10% in 2023 as compared to 2022.

Local News Sources: Television, Radio, Print, Digital

Purpose of Channel: Distribute information

Metric to Measure: Continued presence in local media. 10 press releases for coverage during the year.

Newsletter: Monthly TRRC Newsletter

Purpose of Channel: Engage clients and donors, build community, updates on organization

Metric to Measure: Increase distribution and open rate by 25% by end of 2023

Live Events: Increased attendance of public events and creation of a TRRC public event

Purpose of Channel: Engage clients and donors, community involvement, distribute Information

Metric to Measure: Attend more public events in 2023 than in 2022 and create a public event to be held as early as Fall of 2022