**May 16 Coordinating Committee Retreat**

GOAL: Find a path to sustainability for the Media Consortium.

**Meeting**

**Date:** Wed, 5/16/12

**Time:** 9:00-5:00

**Address**: FNP, 222 Sutter Street, Ste 600, San Francisco CA 94108

Schedule:

9:00 Check-in/Greetings

9:20 Review of pre-meeting packet which includes list of TMC members, list of current TMC projects, list of current TMC funders with their priorities (what excites; why they reject), list of sister organizations, and other factual information about who we are. Annual financial statements

9:40 Brief description of the classic business models for sustainable associations:

* Association based on member dues/conference/sponsors (MPA, ONA—classic association model)
* Association based on member dues/fee-based member services (mediabistro—often a for-profit association model)
* Association or Non-profit based on individual member-donors /large donor event such as gala-auction-sports event/sponsors (classic nonprofit model: ASAE, most museums, etc)
* Association or Non-profit based on major-donor or foundation-funded projects/ fee-based non-member services (AAN-ad network, INN, many nonprofits e.g. low-income housing, health care)

10:00 Review TMC’s mission and vision statements (group work—statements will be in pre-meeting packet)

Discuss two questions:

1) How well does our current mission/vision fit the organization we are now? Do we need to embark on a strategic planning process to ensure our long-term sustainability?

2) For our immediate needs, what does our current mission/vision tell us about which business models would be acceptable?

For example, is it acceptable for us to offer fee-for-service to our members? Does it fit our mission/vision to greatly expand our membership so that dues can comprise a significant portion of our revenue?

11:00 Discuss triggers for shut-down.

We are at a precarious point; do we push ahead? How much risk will we take?

11:45 Lunch (and time to check in with home office if necessary)

1:00 Brief presentations by CC members on specific revenue generation ideas, short, medium and long-term

\*\*I would like CC members to suggest and present some options; I’m prepared to present on a number of options myself.

1:30 Achieve consensus on which revenue generation options best fit our mission, and which are most likely to succeed (Group work; then full group discussion)

3:00 Break

3:30 Prioritize one or two revenue generators to pursue.

4:00 Detailed Next Steps

5:00 Meeting Concludes

Post-Meeting: Informal gathering tbd