

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

**Tuesday, October 18, 2022 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 plans to record and produce short videos about The Way Out program. Celebrity Bell Ringing plans are being made for the holiday season.

**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. A culinary program is also underway.

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.

**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. This building is in a remodeling phase. There are logistics to mention regarding property upkeep, 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, Holiday Luncheon, 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. There are plans being made to take tour groups to various Salvation Army facilities around the Bay Area, so that members can see the 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

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## **Upcoming Events:**

Flower Power

Executive Committee Meeting

Advisory Board Meeting

Echelon

Celebrity Bell Ringing