

PMNA Initiative Policy

Approved by the PMNA Board March 10, 2005
Revised October 12, 2006

I. NEW INITIATIVE PROCESS

- 1) We will form a standing New Initiatives Committee of the PMNA board, consisting of a chairperson and two regular members. Every board member is welcome to attend New Initiative Committee meetings, but board members with direct interests in any particular new initiative should excuse themselves from participation.
- 2) Whenever an idea for a new initiative comes up, the chairperson of the New Initiatives Committee will give the sponsor a copy of the application form. The sponsor will fill out the applicable parts of the application and return it to the committee chair.
- 3) The committee chair will review the completed application and decide if it is necessary to hold a committee meeting, or if the application can be brought straight to the PMNA board. Simple and easy initiatives will go straight to the board. Initiatives requiring a committee meeting include those which:
 - a) require funding beyond the board's discretionary budget;
 - b) are likely to be ongoing projects (as opposed to "one shot deals"); and/or
 - c) implicate issues of liability, insurance coverage, or contractual obligations.
- 4) For initiatives requiring a committee meeting, the committee will meet and evaluate the proposed initiative against the criteria listed below. The committee will then make a recommendation to approve, decline, or ask for more information.
- 5) At the next regular PMNA board meeting following the committee meeting, the committee will present its findings and recommendation to the board. The board will then have the final say whether to approve, decline, or ask for more information.
- 6) New initiative sponsors will be notified of the board's decision (yes / no / need more info) within 60 days of submitting the completed application form.

II. CRITERIA FOR EVALUATING INITIATIVE PROPOSALS

These criteria fall into two categories: a) mandatory requirements; and b) discretionary factors.

- 1) All new initiatives must meet and/or agree to these mandatory requirements:
 - a) if the initiative is approved, one PMNA board member (either an existing board member or someone working with the initiative who becomes a board member) shall be the chair/liaison for the new initiative;
 - b) persons involved with the new initiative must be encouraged to be paid members of PMNA;
 - c) no funding (other than minimal funding within the discretionary budget as approved by the board) will be provided to the new initiative until the next annual budget cycle after an initiative is approved.
 - d) an initiative's annual budget will be set at a minimum of 90% of the prior year's fundraising accomplished by the initiative. Funding in excess of this amount will require board approval during the budget process.
 - e) budgeted funds not spent will be returned to the PMNA general fund at the end of the year;

- f) receipts and/or bills should be submitted to the treasurer by the initiative's board liaison, or designee, once a month at the end of the month. The treasurer will then make payments available by the next board meeting.
 - g) initiatives will be expected to acknowledge PMNA affiliation by displaying the PMNA logo and Web site address (www.plazamidwood.org) on communication materials and at public events.
- 2) Once all mandatory requirements are understood and agreed upon, initiatives will be evaluated according to the following criteria. No single item shall control the board's recommendation, and there are no specific thresholds or requirements. These are just the items the committee and board should consider in deciding whether to approve new initiatives.
- a) the extent to which it benefits the greater community (does it benefit everyone, or only a few? is it controversial?)
 - b) the cost of the initiative in terms of time as well as money;
 - c) the initiative's potential for fundraising or providing volunteers (how able is the initiative to offset its own time and money costs? could it potentially raise money for other board projects?)
 - d) impact on PMNA liability and insurance coverage;
 - e) timeline (is the initiative a permanent ongoing project, or is it intended to run one year, or a few years?)
 - f) how the initiative fits in with existing board projects (will the initiative take away from other board projects? is the board willing to devote time to it? are the people involved with the initiative willing to devote time to other board projects, if the initiative is, seeking grants, will this interfere with other board project seeking grants?)