



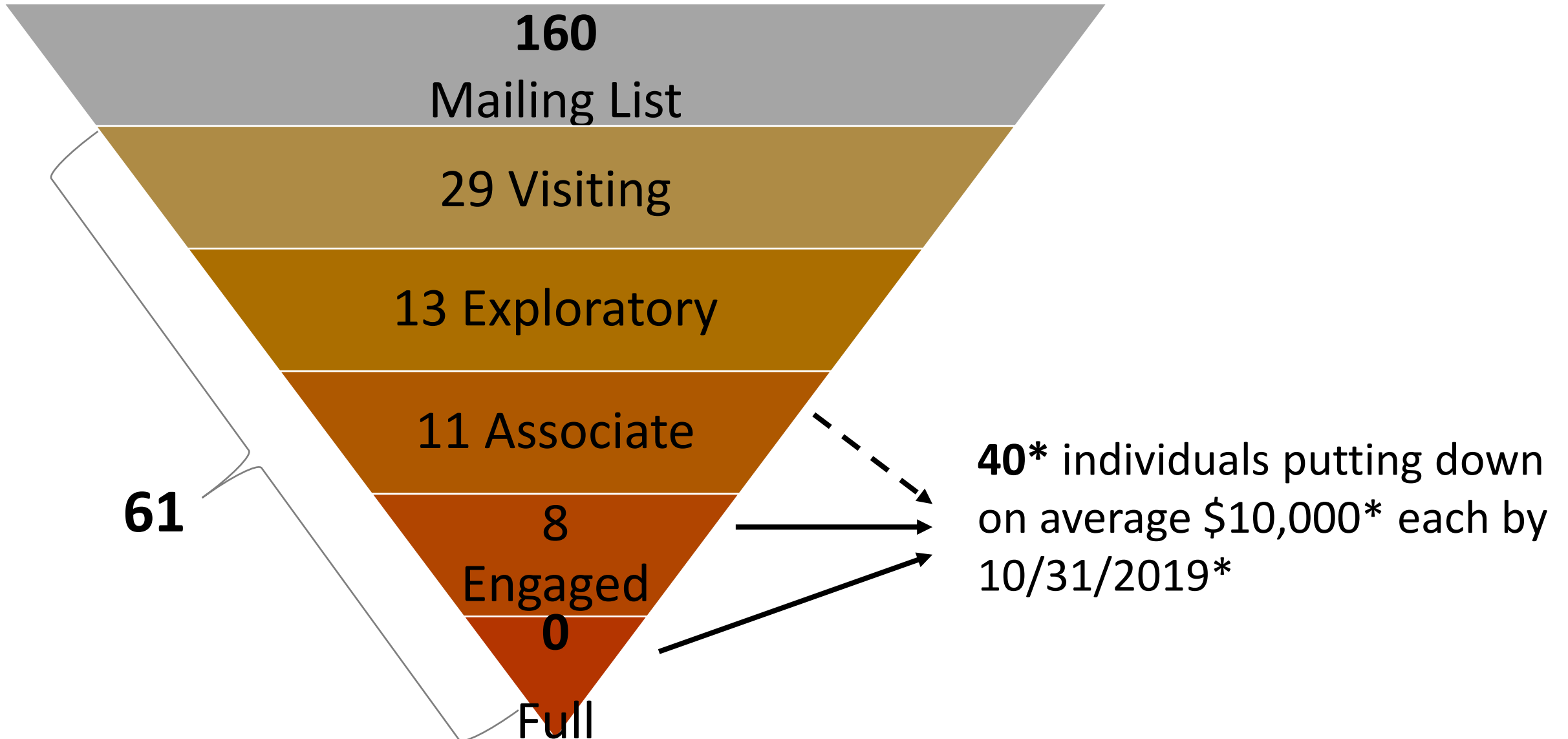


# Construction/permanent loans contingent on pre-sales

**BEST GUESS TARGET:** 40 individuals signing contracts and putting down an average of about \$10,000 each by 10/31/2019

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun 19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb 20
<b>CONTRACTS/ DEPOSITS</b>		Identity potential commitments of existing members				Sales documents				40 contracts and deposits				
<b>FINANCING</b>				Secure financing for pre-development				Business plan complete			Secure construction & perm. loan			

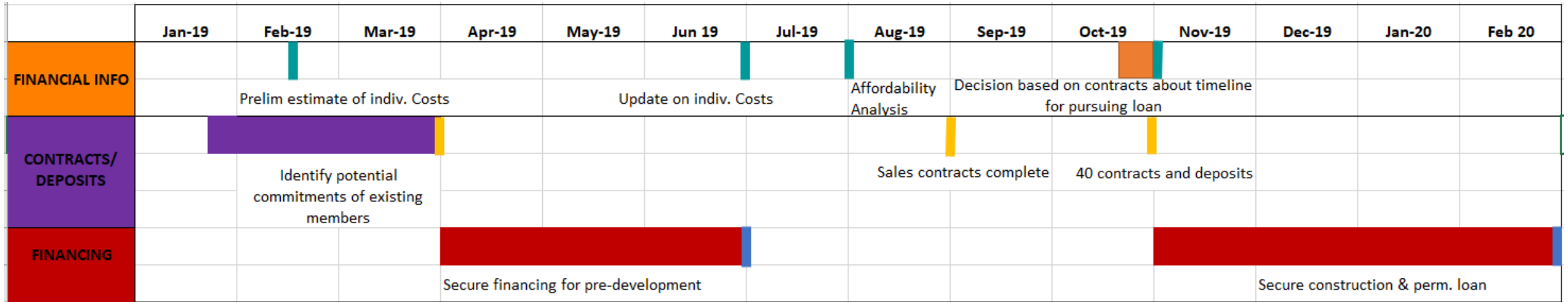
# Current Potential Investors



# To achieve pre-sale commitments, eager new members!

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun 19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb 20
<b>RECRUITMENT</b>	Marketing plan developed, ads placed, relationships started			4 new visiting		Recruitment target			Recruitment target					
<b>MEMBERSHIP PROCESS</b>	Database dev.		Database running											
<b>CONTRACTS/ DEPOSITS</b>	Identify potential commitments of existing members					Sales documents				40 contracts and deposits				

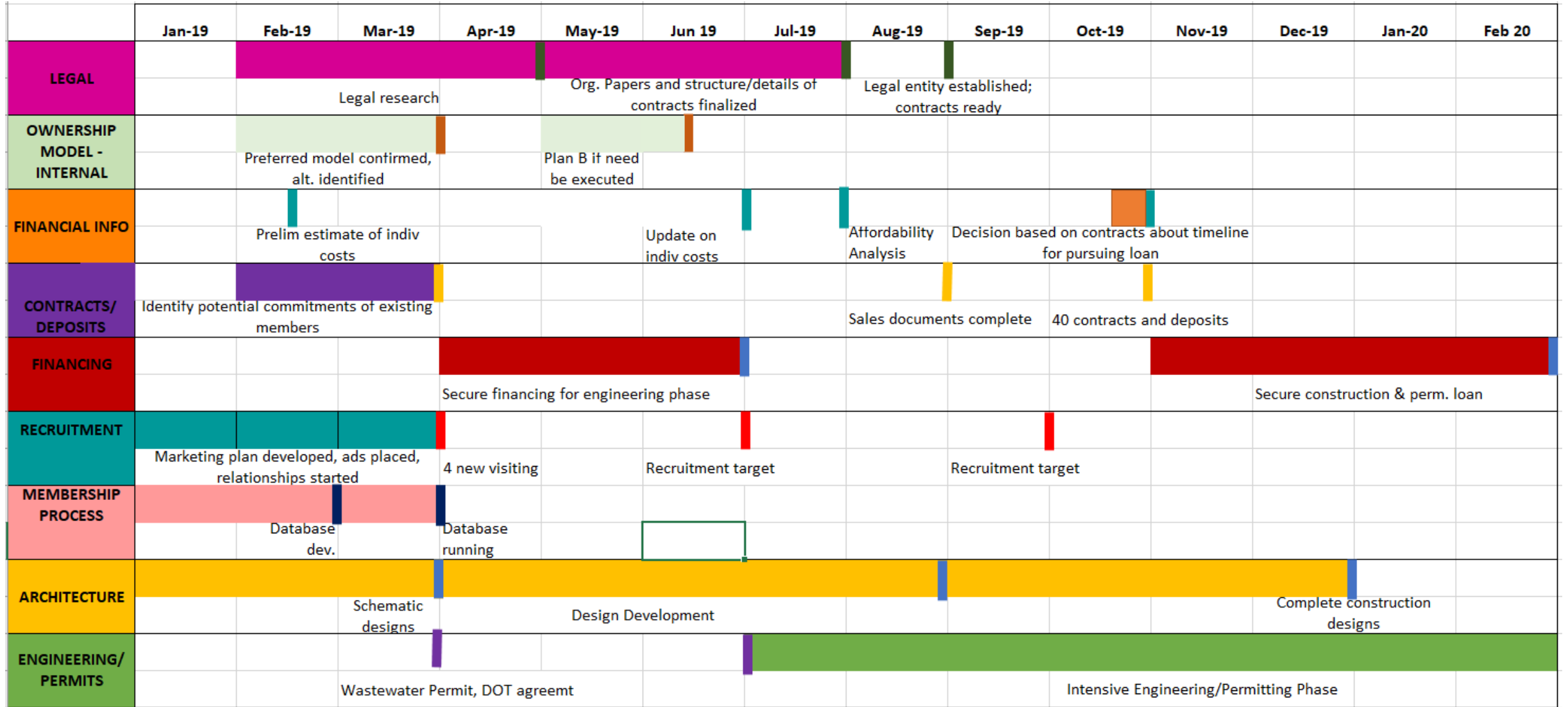
# Eager Members and Financiers Need Solid Financial Information



# Key to Solid Financial Information is Knowing Our Ownership Model

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun 19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb 20
<b>LEGAL</b>		Legal research			Org. Papers and structure/details of contracts finalized			Legal entity established; contracts ready						
<b>OWNERSHIP MODEL - INTERNAL</b>		Preferred model confirmed, alt. identified			Plan B if need be executed									
<b>FINANCIAL INFO</b>		Prelim estimate of indiv costs				Update on indiv costs		Affordability Analysis	Decision based on contracts about timeline for pursuing loan					

# All Together Now



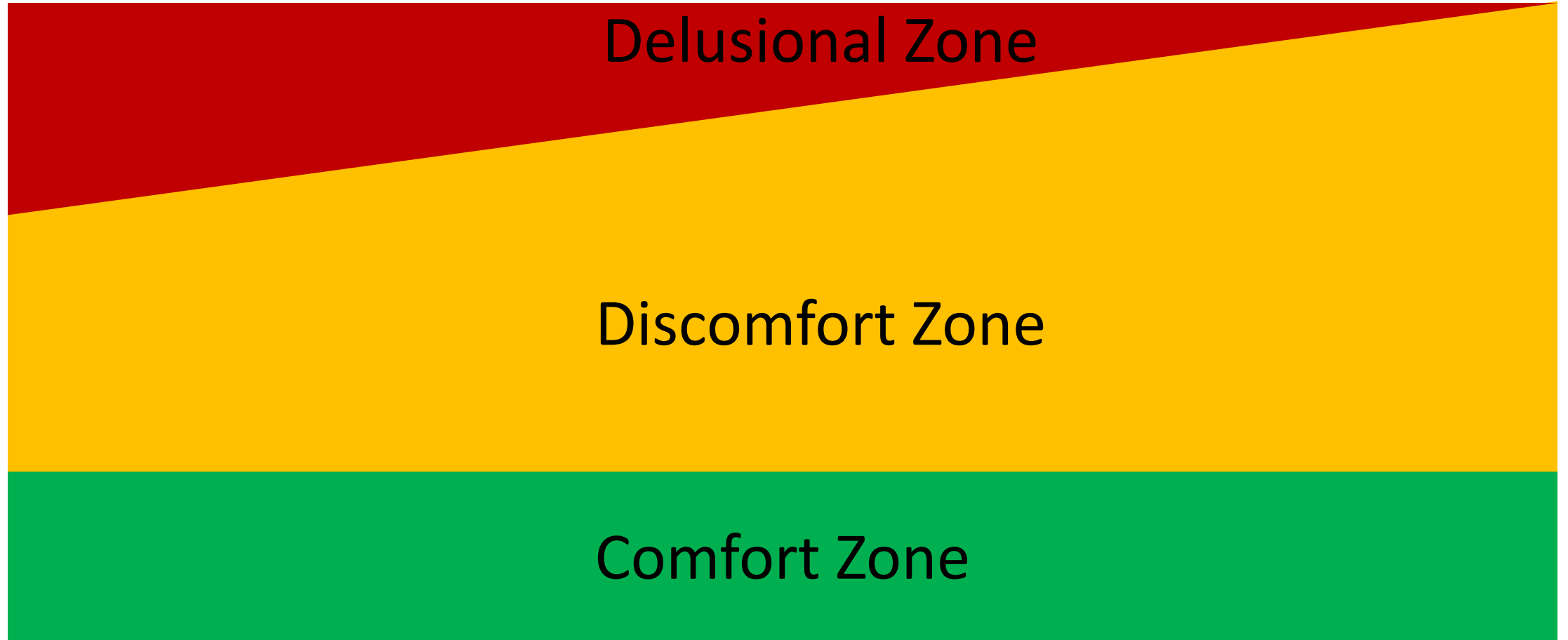


# Setting Objectives and Key Results

## Three steps:

- 1) What do you want to achieve?
- 2) How will you know you achieved it
  - a. Accomplish core steps by certain dates (throw a party by 1/13)
  - b. Hit milestones that you work toward (15+ people attend party)
- 3) Write what you want to achieve as a short, memorable statement (this is your OBJECTIVE). Under it, note your KEY RESULTS (the way you'll measure it from step 2).

# Setting Key Results



# Land Stewardship First Quarter OKRs

OBJECTIVE: Increase farming and other productive activity on the land, as well as increase community support and involvement (in coordination with PDD as necessary)

## KEY RESULTS

- Build a compost bin by January 31<sup>st</sup>
- Conduct a Last Saturday farm workshop in January
- Get member commitments to grow crops by March 31st

OBJECTIVE: Implement the recommendations of our Forest Stewardship Plan, with attention to the zones with the most urgent needs

KEY RESULT: Thinning accomplished on at least Stand 6 by May 31st

OBJECTIVE: Develop and implement plans to control, manage or eliminate invasive plants, based on report prepared by intern Jess Pusch

KEY RESULT: Incorporate invasive species plan into WWW initiative; major invasive species addressed in Stand 6 by May 31st.

# Governance and Training OKRs

OBJECTIVE: Manage core administrative responsibilities

KEY RESULTS:

- By February 28, a set of community documents for all new members will be compiled and consented to by General Circle
- By March 31, the decision log process will be updated and re-activated
- By March 31, one 2-hour OnlyOffice training session will be delivered

OBJECTIVE: Teaching skills for conflict navigation and managing dissent

KEY RESULT: By March 31, 3 weekend mornings will be set aside for “juicy conversations” among those who want assistance with difficult conversations with other members

OBJECTIVE: Conduct Governance and Cooperative Skills training

KEY RESULT: By February 15, develop one abbreviated governance training for a few members

# Financial and Legal OKRs

**OBJECTIVE:** Complete legal-related tasks necessary to prepare HM for construction loan application

**KEY RESULTS:**

- Analyze the housing cooperative model and alternatives in order to state our recommendation on ownership model by March 15
- Draft of housing bylaws completed by March 31

**OBJECTIVE:** Complete all financial-related tasks necessary to prepare HM for securing financing

**KEY RESULTS:**

- Preliminary estimate of costs for individuals prepared by February 15
- Complete update of pro forma by April 30
- Secure pre-development funding by June 30
- Complete member affordability analysis by July 31

# Planning Design and Development OKRs

OBJECTIVE: Complete schematic architectural design needed for engineering to proceed

## KEY RESULTS:

- Complete schematic design for the likely core dwelling types and footprints for various configuration options (shared housing, suites, duplex, etc.) by March 31st
  - Tweak Schematic Design for the 1-story Single-Family Flex House by early February
  - Complete Schematic Design for the 2-story Single-Family Flex House by mid-March
  - Reconsider the Shared House program and complete desired revisions (or decide to set aside) by the end of March
- Complete preliminary schematic design for Common House by March 31st
  - Define the rough building footprint by the integrative site design meeting on 2/8)
  - Complete Concept Design stage by the end of March
- Refine village layout incorporating updated building footprints by March 31st
  - Organize and support integrative site design meeting on 2/8
  - Complete first draft of a comprehensive village plan, locating all structures, by mid-March
  - Produce visualization of the village as a whole by mid-March

# Planning Design and Development OKRs (page 2)

OBJECTIVE: Resolve key outstanding site engineering risk factors

KEY RESULTS:

- Obtain Improvement Permit for wastewater system by April 15th
- Reach determination for entrance improvements with NCDOT by March 30th
- Select and engage engineering firm by March 1<sup>st</sup>

OBJECTIVE: Provide information needed for recruiting and funding efforts

KEY RESULTS:

- Define unit mix with input from other Circles (especially F&L and M&M) by March 31st
- Produce updated preliminary estimate for total development costs by April 30th

# Membership and Marketing OKRs

OBJECTIVE: Streamline and incentivize the process of moving through membership levels

## KEY RESULTS:

- A member tracking system is developed by March 1st. By April 1<sup>st</sup>, it is being used to inform both recruitment and retention efforts.
- A proposal of specific changes to the membership process that incentivize advancement and streamline the process, is presented to GC by March 1<sup>st</sup>.
- 4 members advance to Associate level and 2 members advance to Engaged level by April 1<sup>st</sup>.



# Membership and Marketing OKRs (page 2)

OBJECTIVE: Increase membership, especially with regard to the diversity, skills, and values necessary for our successful ecovillage (ad)venture

## KEY RESULTS:

- Create a Marketing working group that meets regularly and develops a marketing plan by March 31st
- Place 3 ads in national magazines like Communities, Mother Earth, Permaculture by March 31st
- 4 new Visiting Members by March 31st
- Conduct activities to expand skills of current members around marketing and recruiting during the quarter (e.g., *Workshops around elevator speeches, work with members to address their concerns, consistent work around Flyers up at key locations continuously, (re)educating members about vision, mission and aims so that we successfully recruit members for HMEV*)
- MM will host three gatherings at The Oasis in Carr Mill, Carrboro, and co-host with one or more communities that help expand our diversity this quarter.
- All circles will attend at least one social and/or educational event led by people of color, LGBTQ folks, low income, immigrant or other historically marginalized communities by March 31st, with the goal of also planning to partner/cohost an event with one of these groups in the next quarter.
- All circles will post at least two events and/or meetings on Indy Week calendar by March 31st