

**Presidio Institute Advisory Council
August 18, 2014 San Francisco, CA
Meeting Notes**

The Fort Scott Council chartered under the Federal Advisory Committee Act (FACA), was renewed for an additional two years under the name, Presidio Institute Advisory Council (Council). The Council held a meeting on August 18, 2014 in San Francisco, CA at the Presidio Institute (PI) in Building 1202 at the Presidio.

Review Document

1. The Presidio Institute – Identity and Brand Attributes (August 18, 2014 version)

Opening of the Meeting

- Toby Rosenblatt, Chair of the Council opened the meeting
- Aimee Vincent, Designated Federal Official called the roll of Council members

Welcome

- Craig Middleton, Presidio Trust Executive Director – We are very pleased to report that the Cross Sector Leaders Fellowship Pilot has been very well received by both the participants and the learning hosts. The success of the first two phases of the program is a vote of confidence for next iteration in 2015. Thank you all for your input and support that has gotten us to this point.
- David Smith, Presidio Institute Managing Director – Today we will be working on messaging and communications. Thank you Gloria, John, Lester, Seth for your help in beginning to develop the new messaging platform. We will be led today by Bonfire Communications as they walk us through a slide deck aimed at getting Council members input.
 - We were looking for language grand enough to meet our ambitions, tight enough to be clear and applicable now, and accessible enough to be widely understandable.
 - Brief review of the Presidio Trust’s overall strategic plan for the next 15 years
 - Why: Purpose
 - What: Serve people, steward place
 - How: Community programs, wellness, recreation and hospitality, and stewardship of environmental and historic resources

Bonfire Communications

Presidio Institute needs a clear story that bridges long-term aspiration with near-term focus and articulates a compelling case for investment. If clearly defines and carefully activated this narrative can spark new levels of awareness, trust and participation. To do this, the Presidio Institute needs to define the space it occupies in the market, while finding a simple and human expression of its purpose. This document articulates ingredients for a story that will drive the organizational and behavioral changes needed to unlock the full potential of the marketplace.

(The Presidio Institute – Identity and Brand Attributes - August 18, 2014 version)

Council Member Comments

- Challenges
 - Complexity is a condition that makes it important to do the work, rather than something that impedes us.
 - “Lack of trust” sounds like people are not trustworthy. Better framing would be a lack of confidence that the current systems can get the job done.
 - This underlines the need to better equip people to overcome paralysis.
 - There is a need to build trust as well. Some doubt whether for-profits can be in it for the public good versus being in it for the money.
 - Yes, and on page 7, let’s remove the phrase, ‘can we make more money?’
- Meeting the Challenges
 - There is a major opportunity for connectivity here. Are my peers here? Who else can I meet outside of my usual sphere? How can we work better together?
 - The Presidio has a unique opportunity to leverage one of the only organizations who has increased public trust in recent years, the military. Connect the history with the present.
 - What: Social impact/solving problems, How: Service-oriented leadership/across sectors.
 - Promoting service brings people together to work in certain ways.
- Brand Attributes
 - We started with the concept of ‘service’, cross-sector came in later. We are not at odds in our hearts but the messaging is confusing.
 - The ‘bridge’ feels like we are trying to do too much in one place. What are we saying with bridge? Are we bridging place or as a way of connecting people?
 - Service as it is described here sounds self-serving, needs to be more outward looking.
 - We should not be working to mainstream Cross Sector Leadership as a phrase.
 - Cross Sector Leadership does have a lot of power; but we need to describe what we are actually doing.
 - Getting people together from public, private, non-profit, faith-based, etc. is an approach that is *not* that common. It is a special thing that we are doing.
 - We need to touch on inclusiveness, not just by sector but by class, culture, etc.
- Purpose Statement
 - Purpose here is defined as what we want to do, I prefer the purpose to address what we want to accomplish. Impact should be included in the purpose to show that we are accomplishing something.
 - Helping people drive toward social change/have an impact/transform communities – these are purposeful statements. What do we want to accomplish?
 - The words ‘leader’ and ‘purpose’ are so overused they have lost meaning; we need fresh language that differentiates us.
 - ‘Bold impact’ gives the sense of breakthroughs.
 - Is ‘leader’ too exclusive?
 - Is it about leaders, or about leadership?
 - Groups like AmeriCorps/Vista members will come together and they are at all different levels, and they are creating deep change in communities.
 - The purpose is the solving of social problems – there will be many means. Let’s not get overly precise. We don’t want elitism. We want to emphasize inclusion.
 - Moving to the verb, let’s make sure we’re ‘elevating’ leaders or impact.
 - This should be aspirational.
 - Be on a journey- we are looking not at an end, but toward continual improvement.

- We are talking about leaders working toward the common good.
- How about, “elevating changemakers across sectors” / something more action oriented – ‘lead with purpose’ fell flat.
- The vision is of a collaboration lab or action tank. We are bringing people together here and infusing something catalytic – a cultivation shop for high grade leaders.
- How do people feel about the history of the Presidio? It’s honest but can be alienating.
- We need to integrate the fact that this was a training ground for soldiers / a sacrificial sort of leader. It is hallowed ground where sacrifice to the country is profound and now it is a training ground again.
- BBQ Test - Reactions
 - Is it about ‘getting’ people to work together? Or that there are skills and assets they need to do that better?
 - It is too negative and sounds like we invented cross sector leadership, which is false – much more positive to say that something promising is happening in America that we want to nurture.
 - We should use Presidio Trust as a model but don’t brag about financial self-sufficiency; not relevant and sounds negative that some things require taxpayer support.
 - What does cross sector really mean? Drawing on the skills and assets of all sectors; fluency and empathy across sectors.
 - The word service needs to be included; people don’t know what cross sector means.
 - Cross sector feels sterile.

Toby Rosenblatt, Council Chair - Presidio Institute staff will work together with Bonfire to incorporate the feedback in to the messaging strategy. Next we will have program updates from the Presidio Institute staff.

Program Updates

- AmeriCorps Event - 9/12/14
 - Presidio Institute serving as host sponsor of the AmeriCorps 20th Anniversary event.
 - This is a test case of the Presidio Institute working across sectors with a state entity on a large scale special event. There are opportunities to capture lessons for future events.
 - Presidio Institute will be providing some of the training.
 - Funding \$50k from state funds, \$50k from feds, and some sponsors, plus in-kind contributions (Event is estimated at over \$325k in value)
 - Event components: VIP breakfast with recognition of 20 ‘service trailblazers’ and Governor’s awards for volunteerism and CSR; swearing in ceremony for at least 1300 on main parade ground; buses to 4 different service projects.
 - Presidio Institute will be hosting a Bay Area Executive convening during the event.
- CSL Fellows
 - SF Experience – 3 days of learning here at the Presidio, 2 days of site visits with Gap, Year Up, City of SF, Omidyar, Singularity, Google; worked with Interaction Institute for Social Change, FSG, and Smallify.
 - DC Experience – convened at the White House, McKinsey, and the Office of Personnel Management. Fellows had the opportunity to deepen their connections and work on their skills individually and in groups.
 - NY Experience – Scheduled for October 2014 with NewsCorp, City of NY, etc.
 - Reviews from the fellows have been extremely positive.
 - The program is getting high level attention. The White House was very engaged.
 - We are getting inquiries about the next round of the Fellowship. We are expecting to launch the next call for applications in the fall.

Closing the Meeting

Toby Rosenblatt, Fort Scott Council Chair thanked all of the attendees and closed the meeting.

Fort Scott Council – Meeting Attendance August 18, 2014 San Francisco, CA

Council Members	Roll Call
Toby Rosenblatt, Chair	Present
Karen Baker, Vice Chair	Present
Seth Barad	Present
AnnMaura Connolly	Present - Remote from Washington D.C.
Stephanie DiMarco	Absent
Ernestine Fu	Absent
John Gomperts	Present - Remote from Washington D.C.
Kenneth Harbaugh	Present
Sandra H. Hernández M.D.	Phoned-In
Tracy Hoover	Present
Gloria Johnson-Cusack	Present - Remote from Washington D.C.
Wendy Spencer	Present - Remote from Washington D.C.
Lester Strong	Present - Remote from Washington D.C.

Presidio Trust Staff	
Craig Middleton, Executive Director	Present
David Smith	Present
Sarah Locher	Present
Robert Menezes	Present
Kaira Esgate	Present
Aimee Vincent	Present
Christen Brunner	Present

Members of the Public	Comment
No members of the public attended.	