

Short Form
Return of Organization Exempt From Income Tax

OMB No. 1545-1150

2010

Open to Public
Inspection

} Sponsoring organizations of donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990 (see instructions). All other organizations with gross receipts less than \$200,000 and total assets less than \$500,000 at the end of the year may use this form.
} The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2010 calendar year, or tax year beginning _____, and ending _____

B Check if applicable:

- Address change
- Name change
- Initial return
- Terminated
- Amended return
- Application pending

C Name of organization

Community Council

Number and street (or P.O. box, if mail is not delivered to street address)

P O Box 2936

Room/suite

City or town, state or country, and ZIP + 4

Walla Walla**WA 99362**

D Employer identification number

35-2327775

E Telephone number

509-540-6720F Group Exemption
Number G Accounting Method: Cash Accrual Other (specify) H Check if the organization is **not**I Website: www.wwcommunitycouncil.org

required to attach Schedule B

J Tax-exempt status (check only one) — 501(c)(3) 501(c) () (insert no.) 4947(a)(1) or 527

(Form 990, 990-EZ, or 990-PF).

K Check if the organization is not a section 509(a)(3) supporting organization **and** its gross receipts are normally **not** more than \$50,000. A

Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, line 25, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ

122,009**Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances** (see the instructions for Part I.)Check if the organization used Schedule O to respond to any question in this Part I

Revenue	1 Contributions, gifts, grants, and similar amounts received	1	119,243
	2 Program service revenue including government fees and contracts	2	
	3 Membership dues and assessments	3	
	4 Investment income	4	2,766
	5a Gross amount from sale of assets other than inventory	5a	
	b Less: cost or other basis and sales expenses	5b	
	c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)		
	6 Gaming and fundraising events	5c	
	a Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	
	b Gross income from fundraising events (not including \$ from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceed \$15,000)	6b	
Expenses	c Less: direct expenses from gaming and fundraising events	6c	
	d Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d	
	7a Gross sales of inventory, less returns and allowances	7a	
	b Less: cost of goods sold	7b	
	c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)		
	8 Other revenue (describe in Schedule O)	7c	
	9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	8	122,009
	10 Grants and similar amounts paid (list in Schedule O)	9	
	11 Benefits paid to or for members	10	
	12 Salaries, other compensation, and employee benefits	11	
Net Assets	13 Professional fees and other payments to independent contractors	12	87,353
	14 Occupancy, rent, utilities, and maintenance	13	
	15 Printing, publications, postage, and shipping	14	5,910
	16 Other expenses (describe in Schedule O)	15	14,390
	17 Total expenses. Add lines 10 through 16	16	11,669
	18 Excess or (deficit) for the year (Subtract line 17 from line 9)	17	119,322
	19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	18	2,687
	20 Other changes in net assets or fund balances (explain in Schedule O)	19	73,515
	21 Net assets or fund balances at end of year. Combine lines 18 through 20	20	
		21	76,202

Part V Other Information (Note the statement requirements in the instructions for Part V.)Check if the organization used Schedule O to respond to any question in this Part V

33 Did the organization engage in any activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O 33 **X**

34 Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions) 34 **X**

35 If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, explain in Schedule O why the organization did not report the income on Form 990-T 35

a Did the organization have unrelated business gross income of \$1,000 or more or was it a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements? 35a **X**

b If "Yes," has it filed a tax return on **Form 990-T** for this year (see instructions)? 35b

36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N 36 **X**

37a Enter amount of political expenditures, direct or indirect, as described in the instr. u 37a

b Did the organization file **Form 1120-POL** for this year? 37b **X**

38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee **or** were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return? 38a **X**

b If "Yes," complete Schedule L, Part II and enter the total amount involved 38b

39 Section 501(c)(7) organizations. Enter:

a Initiation fees and capital contributions included on line 9 39a

b Gross receipts, included on line 9, for public use of club facilities 39b

40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 **u** _____ ; section 4912 **u** _____ ; section 4955 **u** _____ 40b **X**

b Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year, that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I 40b **X**

c Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 u

d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization u

e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T 40e **X**

41 List the states with which a copy of this return is filed. **u WA**42a The organization's books are in care of **u Julie T Reese** Telephone no. **u 509-540-6720**

5 W Alder St, Suite 335

WA

ZIP + 4 **u 99362**Located at **u Walla Walla**

b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?

If "Yes," enter the name of the foreign country: **u** _____See the instructions for exceptions and filing requirements for **Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts**.

c At any time during the calendar year, did the organization maintain an office outside of the U.S.?

If "Yes," enter the name of the foreign country: **u** _____43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of **Form 1041** — Check here **u** and enter the amount of tax-exempt interest received or accrued during the tax year u 43 44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ 44a **X**b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ 44b **X**c Did the organization receive any payments for indoor tanning services during the year? 44c **X**d If "Yes," to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O 44d

45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? Yes No

a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R must be completed instead of Form 990-EZ 45

46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I 46a X
 46 X

Part VI Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only. All section

501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II 47 X

48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E 48 X

49a Did the organization make any transfers to an exempt non-charitable related organization? 49a X

b If "Yes," was the related organization a section 527 organization? 49b

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
None				
.....				
.....				
.....				
.....				
.....				

f Total number of other employees paid over \$100,000 51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation
None		
.....		
.....		
.....		
.....		
.....		

d Total number of other independent contractors each receiving over \$100,000 52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A Yes No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer Julie T Reese		Date Executive Director
	Type or print name and title		
Paid Preparer Use Only	Print/Type preparer's name Debora L. Zalaznik	Preparer's signature Debora L. Zalaznik	Date 02/23/11
	Firm's name } Zalaznik, Moore & Associates, PLLC		Check <input type="checkbox"/> if self-employed
	Firm's address } PO Box 1724 Walla Walla, WA 99362		PTIN 26-3386223
		Firm's EIN } 26-3386223	
		Phone no. 509-526-5689	

May the IRS discuss this return with the preparer shown above? See instructions

Yes No

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

Attach to Form 990 or Form 990-EZ. See separate instructions.

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Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
 2 A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E.)
 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state: _____
 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)
 6 A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
 8 A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
 9 An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)
 10 An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.
 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See **section 509(a)(3)**. Check the box that describes the type of supporting organization and complete lines 11e through 11h.
 a Type I b Type II c Type III—Functionally integrated d Type III—Other
 e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).
 f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box: _____
 g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
 (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? _____
 (ii) A family member of a person described in (i) above? _____
 (iii) A 35% controlled entity of a person described in (i) or (ii) above? _____

	Yes	No
11g(i)		
11g(ii)		
11g(iii)		

h Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization in col. (i) listed in your governing document?		(v) Did you notify the organization in col. (i) of your support?		(vi) Is the organization in col. (i) organized in the U.S.?		(vii) Amount of support
			Yes	No	Yes	No	Yes	No	
(A)									
(B)									
(C)									
(D)									
(E)									
Total									

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2010

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) u	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")			148,665	107,295	119,243	375,203
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3			148,665	107,295	119,243	375,203
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4						297,960
						77,243

Section B. Total Support

Calendar year (or fiscal year beginning in) u	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7 Amounts from line 4			148,665	107,295	119,243	375,203
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources			1,931	4,076	2,766	8,773
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
11 Total support. Add lines 7 through 10						383,976
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						<input checked="" type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2010 (line 6, column (f) divided by line 11, column (f))	14	%
15 Public support percentage from 2009 Schedule A, Part II, line 14	15	%
16a 33 1/3% support test—2010. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here . The organization qualifies as a publicly supported organization	<input type="checkbox"/>	
b 33 1/3% support test—2009. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here . The organization qualifies as a publicly supported organization	<input type="checkbox"/>	
17a 10%-facts-and-circumstances test—2010. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here . Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization	<input type="checkbox"/>	
b 10%-facts-and-circumstances test—2009. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here . Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization	<input type="checkbox"/>	
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions	<input type="checkbox"/>	

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) u	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) u	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						

**Section C. Computation of Public Support Percentage**

15 Public support percentage for 2010 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2009 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2010 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2009 Schedule A, Part III, line 17	18	%
19a 33 1/3% support tests—2010. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here . The organization qualifies as a publicly supported organization		
b 33 1/3% support tests—2009. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here . The organization qualifies as a publicly supported organization		
20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions		

Part IV

Supplemental Information. Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

Attach to Form 990 or 990-EZ.

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Form 990-EZ, Part I, Line 16 - Other Expenses

Description	Amount
Expenses	
Adv & Outreach (In-kind 18)	\$ 504
Adv & Outreach (In-kind 1064)	\$ 3,612
Bank Charges	\$ 21
Taxes and Licenses	\$ 10
Office Expense (In-kind 2,940)	\$ 2,864
Dues	\$ 436
Website (In-kind 1,200)	\$ 66
Training (In-kind 500)	\$ 1,689
D&O Insurance	\$ 2,152
Annual Meeting	\$ 200
Accomod (In-kind 100)	\$ 115

Form 990-EZ, Part II, Line 24 - Other Assets

Description	Beg. of Year	End of Year
Accounts Receivable	\$ 0	\$ 20

Form 990-EZ, Part II, Line 26 - Other Liabilities

Description	Beg. of Year	End of Year
Accounts Payable and Accrued Expenses	\$ 2,505	\$ 3,886
Deferred Revenue	\$ 90,000	\$ 0

Form 990-EZ, Part III - Primary Exempt Purpose

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The Community Council is a regional organization that will enable citizens to study, discuss, and develop recommendations to solve problems and improve our regional community. The region in which the Council will operate includes part of Southeast Washington State and a small part of Northeast Oregon State, with the City of Walla Walla, Washington representing the largest population center. The Council will generate a recurring cycle of discussion, research, consensus, advocacy, and measurement of progress toward community improvement. The Council has established a Program Committee that will annually recommend regional issues for study to the Board of Directors for selection, approval, and the beginning of action.

Form 990-EZ, Part III, Line 28 - First Achievement

2010 was a busy, productive year for Community Council-its committees tackled three important regional issues; worked to increase awareness of its study-action process; and worked to build financial stability.

STUDY PROCESS

Implementation Task Force: Enhancing the Educational Attainment of Our Region's Children. The study process is a 3-year cycle, and 2010 found Community Council's first implementation task force making headway toward the goals established by the 2008-09 study committee. Four subcommittees are addressing goals related to community awareness, education and parenting, housing and mental health. An interim report about the work of the task force was made at the January 20, 2011, annual meeting; a final report will be published Fall 2011.

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Study 2009-10: Value-Added Agriculture. For 27 Tuesday evenings between November and May, the 2009-10 Study Committee met to research and analyze how creating value-added businesses that use agriculture resources could improve the economic vitality of the region. The study was guided by management team members. The chairwoman presented the committee's findings and recommendations for action to about 90 attendees at the September 8 Study Report Luncheon. The study report was published in a visually-exciting, readable format and is also available on Community Council's website, www.wwcommunitycouncil.org. Stakeholders, Community Council members, funders, presenters, study committee, elected officials, media, and interested members of the public received copies of the report. The implementation task force will use it to support its advocacy efforts in the next two years.

Implementation Task Force: Value-Added Agriculture. The chairman is leading the effort to advocate for the implementation of the Value-Added Agriculture study recommendations, working with task force members. Their 2-year stint will continue through 2012.

Program Committee. After five meetings discussing ideas submitted by the public, the Program Committee recommended two potential study topics for the Community Council Board's final decision. The Board adopted the committee's first choice as the 2010-11 study topic: "How can prevention and rehabilitation efforts reduce gang membership and the impact of gangs in the region?"

2010-11 Study: Reducing Gang Membership Through Prevention Efforts. The

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chair recruited a study management team to guide the Gang Prevention study. They narrowed the study's topic to focus specifically on prevention. Eighty people attended the first session but attendance soon settled to 40 participants weekly. The group is learning about gangs from the perspective of community leaders, schools, law enforcement, justice system, corrections, and gang members and their families. Local prevention activities and resources, as well as best practices in other communities, will round out the research portion of the study. Committee members will then develop recommendations for community action based upon what they have learned.

INDICATORS. Walla Walla Regional Vital Signs, www.walla2regvitalsigns.org, Community Council's dashboard of quality of life data, was updated and maintained by Eastern Washington University. A committee to review the data and trends has been postponed until Spring 2011.

DEVELOPMENT. In addition to focusing on the study process, the board and staff prioritized work in two key areas during 2010: working toward long-term financial stability and increasing public awareness.

Financial Stability. Membership: During the year, Community Council had 218 members. Measured against 69 charter members in 2008, growth has been steady.

Donors numbered about the same as 2009, but the amount donated was about one-third of 2009. Fifty-two donors gave \$5,040, as compared to \$14,568 in 2009. In-kind donations provided more than \$14,000 in gifts and services.

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A new donor program, Community Partners, began with a small group of business people visiting about Community Council over coffee. Two \$1000 cash gifts have resulted (received in 2011), as have significant gifts of services. One of the cash gifts was a 3-year pledge.

Foundations continued to be generous. Grant awards, totaling \$107,350, were received from several area trusts.

Spring and Fall friend-raising socials were held, each bringing together about 100 friends to learn about and celebrate Community Council's role in community improvement in the region.

The Financial Development Committee has updated their 3-year plan and (effective February 2011) has developed specific goals and a plan of approach for each revenue source.

Outreach. The following steps were taken to heighten Community Council's visibility in the region:

1) A vibrant new website, www.wwcommunitycouncil.org, was designed and is hosted by a significant in-kind donation to provide constant access to the organization's news. It is regularly updated. It is providing a way for the community to access all study committee meeting summaries and the final reports, as well as general information about the study-action process, governance and mission. It has also been useful to those wishing to submit suggested study topics.

2) Attractive new brochures are now available in English and Spanish.

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Community members provided the design and Spanish-language translation.

Distribution was limited in 2010 because they were printed late in the year.

3) The Marketing Committee is developing a distribution plan and a community member has been preparing a monthly membership newsletter.

4) A PowerPoint presentation was developed for use in community outreach.

Presentations were made to Walla Walla Exchange Club, Altrusa of Walla Walla, Milton-Freewater Rotary Club, Latino Forum, Sherwood Trust and Walla Walla Valley Chamber of Commerce Leadership classes, Masons, and Community Service Council.

5) An all-out effort was made to promote participation in the 2010-11 gang study. At the end of its week-long gang series, the Union Bulletin ran a column written by the Executive Director to let people know that gangs would be the 2010-11 study topic, Business owners were encouraged to send participants. Posters (printed in English and Spanish) were placed throughout the region. Information was provided to all Community Council members, elected officials, media outlets and chambers of commerce, regional non-profit organizations, and to all of Walla Walla Chamber Leadership program's alumni. The week before the study, there was front page in the Union-Bulletin and KNDU-TV coverage, and guest appearances were made on KTEL's and on Blue Mountain TV's talk shows. KVEW-TV covered the first study session with a news story and interviews. Presentations were made to a variety of community organizations. Word of mouth also worked well this year.

6) At the organizational sessions of the Study and Implementation Committee a presentation about Community Council's mission was made which provided an overview of the study-action process.

Name of the organization

Community Council

Employer identification number

35-2327775

7) Education about Community Council's mission and process was part of the recruitment process for board and committees. It was also part of the discussion with community leaders who served as resources for the study committee and work with the implementation committees.

8) New letterhead and business cards were developed and are regularly used to increase visibility and name recognition.

9) The Walla Walla Trends newsletter featured an article about Community Council's use of indicators to measure implementation results and to support selection of topics for study. Dr. Patrick Jones, Executive Director of Eastern Washington University's Institute for Public Policy and Economic Analysis, mentioned the website and its use a his presentation about Walla Walla Trends to the Walla Walla Noon Rotary Club.

10) Regular appearances on KTEL's "On the Grapevine" brought listeners up-to-date on various Community Council activities.

11) As part of his presentation about Sherwood Trust and its philosophy for community-building, the director compellingly explained Community Council's role in the community to the Walla Walla Noon Rotary Club. More and more frequently, individuals and groups working to address community issues are mentioning Community Council as a "player" in the process and are using work facilitated by Community Council as basis for action. These "mentions" pop out in settings such as last year's Children's Home Society luncheon and committee meetings.