

Board of Directors Meeting Minutes

Child Care Center in Norwich

Monday, April 4, 2016

5:30-7:00 pm at the Center

Attendance

Present: Executive Director Allison Colburn; Board Members Kristin Bornholdt-Collins, Mandy Bean, Kelly French, Jane LeMasurier, Erin Salcone, Patrick Wheeler; Tuck Fellows Jim Harig, Morgan Holl

Absent: Board Members Kate Barlow, Paula Holwerda, Tracy Martino-Hsu, Melanie Michel, Julia Rabig, Indah Vibrianty

Quorum present? 6 out of 12 at end of the meeting. (A quorum is present when more than 50% of Board members are present.)

Minutes

1. March Northern Stage Fundraiser Summary

- Great show, thanks to Kristin for organizing! It was, however, difficult trying to rally forces, and we weren't able to use it as a way to advertize our name. Perhaps the payoff is not large enough to do it again next year; it's difficult for parents to pay the price for tickets and childcare at the same time. We will stay apprised of show offering next season and decide whether it's worth doing a small fundraiser.

2. Follow up to Fall Appeal/Update on Byrne matching gift status

- Jane sent out letters to direct donors. Haven't heard anything back.
- If we count the run, the fall appeal, and the Norwich town money together we're at ~ 10,970 fundraising dollars, which means we have just over \$3,000 to raise in order to match the Byrne gift.
- Patrick put together a list of past donors who did not give this year. It is curious how donor numbers have dropped and average gift size from our largest donors went down. Is this something we can trace back to our appeal efforts or is it indicative of a larger issue outside of our control?
- We procured 39 gifts this year, whereas in past years we've averaged in the 50s. Our biggest donors are people whose kids were here twenty years ago. How much can we communicate to donors to explain that our Center is what it is because of their donation and express that our need has risen?
- Erin had the most success getting people to donate. She explained that in her individual letters she made comments and thanks on donors' past giving. Would it be worth typing up notes to give to people who have given in the past?

3. Future Fundraising Initiatives

- Patrick suggested we put our fall Fun Run on the list of running club calendars in order to give it more traction.
- Quarterly newsletter to keep our donor list engaged -- including staff profiles, renovations, etc.. This could be a project that is done in the spring (opposite of the fall appeal) to see if it bumps the fall appeal for the following year. Include a Save-the-Date for the Fun Run.
- Perhaps we should consider a Back-to-school fall appeal. This would have to be done by mail, or even as a postcard, since we don't have all donors' email addresses and we won't include a remittance letter. It would be best to get people to donate online.
- Erin acknowledged that we need to target donor groups other than our parents. Everyone should brainstorm ideas to come up with a spring fundraising effort.

4. Director's Report

- Kate and Allison will meet with the new Tuck interns. Allison will send the Board their resumes.

5. Teacher appreciation week planning (May 2-6)

- We have five days to recognize our wonderful teachers! Last year we signed up on the Google Drive -- to bring breakfast foods, plants, or other gifts. We can bring what we feel they will appreciate.
- Wine and nonalcoholic beverage
- Morgan will send out a Google Doc with ideas and a sign-up page

6. Tuck Update

- Morgan has built an automated version of the fee scale, one that allows us to play with different income brackets to see what affect they have on the Center's revenue system. He claims there are still some errors and inconsistencies. Hopefully this excel sheet will be a temporary bridge to something more permanent later.
- Jim expressed the fact that many of the programs are quite pricey and offer functionalities that we don't necessarily need. He will continue to look into one that is cost-efficient.

7. Calendar Summary

- Jane and Erin will meet with Allison to create a calendar. Jane will send an email to make a meeting date.

8. Board Transitions and Recruitment

- We need to have a discussion as a Board about recruitment practices. It would behoove us to contact nursery family parents who might be interested, as they have the most longevity in the center.
- Given the sad fact that Kate and Kelly will be stepping down in June we also need to discuss leadership roles.
- Jane will send an email to everyone to find out who will renew their role on the Board in June.

9. Content for June Annual Meeting

- Last year we offered an educational component to the June meeting
- Importance of Early Education theme -- good content will bring in people if it resonates with them
- Consider having a story shared about the past year, updates on renovations, etc. to show that we are actively engaged and moving forward, trying to make progress on what we've been doing here over the year.
- Allison will make a list of what has happened in the past year. All Board members should email Allison with events/happenings from this past year that should be included.
- Kelly will reach out again to Let's Grow Kids and Allison will reach out to Birth to 5.
- It would be nice to highlight our partnership with Tuck and have them speak briefly at the meeting to give an update on their project this year.
- We should also consider how we perform our outreach and perhaps offer an incentive, like raffle with a gift card or tickets to the wine tasting. This should help to encourage more parents to get involved in our annual meeting.

10. Long range planning update

- Allison met with Lizann and they have come to an agreement to facilitate the long range planning. Lizann gave a preliminary draft proposal to Kate and is now moving it forward. Allison is not on the committee, but she will be at the meetings. As commented, it's in process, but it is moving slowly.

11. February Minutes Approval

- Erin made a motion, Kristin seconded, and the vote was unanimously approved.

12. Adjournment

- Meeting was adjourned.

Upcoming Meeting Dates all 5:30pm at the Center

- May 2, 2016
- June 6, 2016 (Annual Corporation Meeting)