

Board of Directors Meeting Minutes
Child Care Center in Norwich
Monday, February 1, 2016

5:30-7:00 pm at the Center

Present: Executive Director Allison Colburn; Board Members Kate Barlow, Kristin Bornholdt Collins, Mandy Bean, Paula Holwerda, Melanie Michel, Julia Rabig, Erin Salcone, Patrick Wheeler; Tuck Fellow,

Absent: Board Members Jane LeMasurier, Kelly French, Tracy Martino-Hsu, Indah Vibrianty; Tuck

Quorum present? 8 out of 12 at end of the meeting. (A quorum is present when more than 50% of Board

Behind on Fall Appeal and fundraising. Discussed why this might be. There was some feedback indicating that people didn't know about the Byrne matching grant. Follow-up letters will be sent to select donors to reiterate need and highlight matching gift incentive. There was discussion about wording of appeal notes and identifying what might be most successful for future asking. Patrick offered to sit down with Allison to look at patterns in giving and try to identify what works/does not. They will report back in March. There was discussion about possible changes to the Act 166 agreement with Norwich. Mandy made a motion to approve, Julia seconded, and the motion was unanimously approved. Date: March 10th, 7:30pm, The Hound of the Baskervilles. We need to encourage people to purchase tickets before Feb. 25, when CCCN reserved sections will be opened up to public. We have 20 seats reserved in the \$30 zone and 30 in the \$55 zone (our price will be \$25/\$50 and CCCN will receive 25% of all ticket sales). Jane wrote an email we can all use/adapt to promote event and Paula prepared a poster. Both are accessible in Google drive. Advertising is limited to the Center and CCCN circles, at request of Northern Stage. Notice has appeared in CCCN newsletter and posters are up at the Center. Erin and Kate will compose a promotional letter from Board to send home with families. Discussed need for more fundraising to meet Byrne matching grant. A brainstorming session Kristin sent out website link for Mabel's Labels. Erin vouched for product, which her family has been using for some time. People order direct from website, CCCN receives 20% of sales. Looks Mandy outlined various ideas from Cancer Society website. Paula researched local restaurants that partner with local non-profits and donate a percentage of sales made in a given timeframe. Most promising options are Panera and Mo's. Erin noted that King Arthur Flour has a "Cookies for Good" program that supports designated local charities. She will investigate further and report back. Other ideas that might be worth pursuing: sponsored hike day, hosting a cooking class. Also discussed: cookbook (too much work, people don't use them), T-shirts (must purchase in bulk, hard to make a profit). Came back to Mabel's Labels idea as most viable for immediate action. Allison to sign up Center. Paula to prepare promotional materials.

Melanie reported on planning for forthcoming wine tasting event, Wed. June 8 th . She has confirmed details with Dan. We are required to buy 30 tickets (\$15 each, \$6 of which goes to CCCN and ticket comes with \$5 gift certificate for Norwich Inn) no later than one week before event. We will wait until closer to time and CCCN will purchase required number. The Board discussed offering staff one ticket each to attend event. Discussion concluded with reminder from Allison that we should not rely on our families with stretched budgets for all fundraising. Follow-up letters from appeal crucial to our fundraising.

A long range planning committee has been formed (Allison, Kate, Mandy, Lizann, Jeff Robbins, Julie Stevenson) and will have its first meeting on Friday Feb. 5. The group will meet monthly and Tuck Fellow Morgan Holl presented a detailed, illustrated report of his work with Jim Harig on the CCCN fee scale conundrum. He presented comparative data, outlined issues and weak points (lack of fee transparency, complexity, unwieldiness, cost of flexible schedule), and made practical recommendations, short and long-term, to consider. The slides he used are available on the drive for review by Board members. Thank you, Morgan and Jim!

Upcoming Meeting Dates all 5:30pm at the Center

§ March 7, 2016

§ April 4, 2016

§ May 2, 2016

§ June 6, 2016 (Annual Corporation Meeting)