

Board of Directors Meeting Minutes

Child Care Center in Norwich

Monday, August 1, 2016

5:30-7:00 pm at the Center

Attendance

Present: Executive Director Allison Colburn; Board Members Paula Holwerda, Jane LeMasurier, Melanie Michel, Julia Rabig, Patrick Wheeler, Lily Trajman, potential board member Christopher Coughlin

Absent: Board Members Erin Salcone, Tracy Martino-Hsu

Quorum present? 6 out of 8 present (A quorum is present when more than 50% of Board members are present.)

Minutes:

1. Director's report.

Discussion of Mrs. Byrne's response to Allison for funds to pay off mortgage. CCCN has a mortgage of \$126,000; Byrne has agreed to give \$50,000 in 2017 and \$50,000 in 2018. Bank recommended that CCCN get first payment and continue to pay monthly amount towards principal. After the second disbursement, CCCN can decide whether to pay full mortgage off immediately. Goal is to have money for administrative restructuring and long-range planning.

Board discusses recent concerns about staffing levels. Allison reports that issue is not new, but has recently worsened. Other providers have the same problem. There's great demand for qualified, well-trained childcare staff in the Upper Valley with new facilities opening and staff leaving childcare for positions in public schools. Allison has added advertising on School Spring and revised an ad in the Valley News to generate more resumes.

Paula suggested Facebook and Melanie suggested reaching out to new grads. Allison said previous attempts by directors to do this at Colby Sawyer and other schools have not met with success. Allison will also try the Dartmouth job board. Allison hopes to make hires in August and has plans to stretch staff through floats and extra hours if necessary once afterschool resumes in late August.

Discussion of what board could do to help in this situation and agreement among members to follow up with ways to convey appreciation to staff for extra work.

2. Approve Annual/June Meeting Minutes & Follow-Up

Jane determines we have enough people who attended June meeting from the board. Jane makes a motion, Julia seconds, Melanie thirds, minutes approved

June mtg follow-up:

Marcos Stafne told Allison he enjoyed the meeting and felt he was speaking to the larger network we represent. Jane felt that Marcos Stafne's presentation was great, but that we didn't do a great job with getting people there.

Board discusses the impediments to generating a crowd at the annual meeting and trade-offs inherent in different options for both the annual meeting and regular board meetings.

Allison mentioned that the CCCN used to do the meetings from 4-5:30 and provide childcare, but this option was difficult for board members who couldn't leave work until after 5. Lily suggested trying a later, post-dinner time, like 7-8. Allison noted that this could be difficult for staff.

3. Easy-as-Pie Potential Reschedule & Initial Planning

Erin recently learned there's another run for Bayada scheduled for October 1 at 8 am that Jill Kearney hadn't known about. Should we proceed with that day, we couldn't start until 1 pm because there's a soccer game on the Green.

Board discussed other options, including:

- doing Easy-As-Pie the same day but at 1 pm;
- moving it to Sunday;
- picking another weekend; or,
- moving to Huntley Meadow and sticking with original date.

All options had their costs. An afternoon time could be difficult for parents of napping-age children. Moving to another weekend may involve competition with another run: Patrick noted that Oct 2 is the Foliage Classic in Thetford; CHAD hero is October 16, New Hampshire Grand Prix pulls runners from Upper Valley on Oct 9 and 23.

Patrick pointed out that competing races between nonprofits is not good form, may be best to move to different weekend or see if Bayada wants to combine efforts. Could be neutral or a net positive depending on what they want out of the event.

Melanie agreed to speak with a neighbor who works for Bayada about this possibility. Jane suggests that if that doesn't work, we keep Sept 24 on the table and offers to call police chief to let him know of this back-up date.

Board discussed numbers needed to staff the event and estimated 15, including 10 on the course and 5 others to run check-in and pie table. These could include volunteers from Tuck, Youth in Action. Christopher suggests checking in with local cross-country teams and race directors to generate volunteer and runners.

Board discusses how to attract participants—last year's attendance (37 runners for the 5K) was better than the year before. Paula suggests coming up with online registration, notes that people may be more likely to attend if they've signed up in advance. Allison notes that it was done through a combination of PayPal and Constant Comment, but very time-consuming to establish.

Board agrees to continue the conversation over email as the fall is quickly approaching and letters will need to be changed. Paula notes that we also have to change maps from Huntley location. Allison will have Save-the-Dates reprinted if we resolve issues within two weeks.

4. Exit Interview Committee

Paula reports that she spoke with Courtney and she agreed to schedule an exit interview. Another member is also needed for the exit interview committee, so Paula explained its purpose to new members. Julia agrees to join this committee.

5. Board Recruitment

Jane emphasizes that we need to grow and that Board recruitment is done most effectively through direct personal contact with people. Allison recommends seeking out grandparents who have grandkids in childcare and get the issues.

6. Recap on Fundraising

Wine Tasting

Jane suggests that board do this as an annual event (perhaps even twice/yr) as it brings in a modest amount of money and is easy to do.

Single-Malt Tasting

Melanie also asked Dan about possibility of a single-malt tasting. He said it has to happen in restaurant and directed her to Peter at the Norwich Wine Store, who did one that was wildly successful, and also to Carpenter and Main. Melanie will find out more about what's involved. Lily suggested contacting the Distillery in Windsor. Allison noted that we would have think carefully about how we would market such an event.

Board Fellows

Patrick collected samples of the fall appeal and spoke with the Tuck Board Fellows group, the program for incoming students who do strategy sessions with local organizations. They are going to do one for CCCN in late August; it doesn't cost CCCN anything and is nonbinding.

Picaboo

CCCN parent (Brian) who works with Picaboo asked that CCCN consider using Picaboo for fundraising. Parents use Picaboo for their holiday cards, CCCN gets some donations, and Picaboo receive exposure to new customers. Board members agreed that we should pursue this. Allison will tell Brian we're interested, determine if we can advertise code to others beyond CCCN, put it on Facebook, and post samples.

Amazon

Allison not yet sure what Amazon smile has yielded. Lily suggest CCCN send a separate email with link to click to as easy reminder.

7. September Meeting Change of Date

Board determined that next meeting will be held on August 29.

Upcoming Meeting Dates all 5:30pm at the Center

- October 3, 2016
- November 7, 2016
- December 5, 2016
- January 2, 2017