

## Board of Directors Meeting Minutes

Child Care Center in Norwich

January 9, 2017

5:30-7:00 pm at the Center

### Attendance

**Present:** Executive Director Allison Colburn; Board Members, Jane LeMasurier, Melanie Michel, Julia Rabig, Lily Trajman, Paula Howlerda

Staff members: Lisa Lawrence, Cherie Landi, Faye Weber

**Tuck Interns:** Brian Sheridan and Jenni Smith

**Absent:** Board Member Tracy Martino-Hsu, Patrick Wheeler

### **January Meeting Agenda**

Approve December Minutes

Director's Report

Intern Update on Little Green Light

Board Recruitment (new strategy)

Staff/Board Social Event

Fun Run Committees (Wix and Sponsors / small groups if time allows)

### **Meeting Minutes:**

Jane motions to approve, Lily seconds, minutes approved.

**Director's Report:** Donations year to date: 11,500, including one-time \$5000 and the appeal, which brought in \$6500. This is double last year's amount, and similar to 2014, so that fundraiser appears to be back on track. Why? Because we were more organized this year and got them out earlier.

Discussion of spring fundraising in addition to doing run. Last spring we tried some individual asks.

Board members ask about possible funders to approach and Allison explains that the Permanent Fund, Henderson, Terrill Fund are three big ones in VT, but they do initiative funding, not single organization; Ledyard or Mascoma occasionally do one-time contributions; Allison also plans to approach the Norwich Women's Club.

We have received a couple resumes and have an interview scheduled; Lisa and Bailey are both working on temporary, short-term basis and we also have some work-study students coming on.

### **Tuck Fellows Update:**

Little Green Light—Brian explains expiration of existing database and transition to Little Green Light. It was successfully off-loaded to new software. It's a 30-day trial and there will be a bill of \$40/month. We also owe Lifeline for transferring data, about \$150, and then we get a credit.

Allison approves of this shift having looked it over. Jenni and Brian will try it out, then teach Allison and Lisa.

Brian and Jenni need to know most important functions.

Allison says these include tracking, donation reports, producing envelopes or labels, updates parents' names, and indicating affiliation with center

Jenni suggests end goal would be a document to walk new users through; she has done that in the past and will help work-study students or board members.

Everyone is excited that this very practical task has come to fruition so smoothly.

**Board Recruitment Strategy:** Trying to get more involved; ask people to sit in and join a meeting; these are open meetings; pass the word on.

Jane notes that we're getting closer and closer to the June transition and we need to do more; direct asks are best way to go.

Allison suggests asking people to join a committee, and then come onto the board from there.

Jane asks staff to encourage parents as well.

Lisa notes that new staff members aren't aware of the board and often ask about when board meets and what's on the agenda. She refers them to website, or Allison, and asks if there are other ways to connect. Jane says that Lisa can give them contacts of Executive Committee. Cherie notes it would be helpful to let staff know what's being addressed.

Melanie suggests a list of dates that we can put by mailboxes  
Minutes get posted on website.

### **Staff/Board Social Event**

Jane says we've been thinking about having a staff/board social event and wants to see if there is interest.

Lisa thinks there some interest in having more of a relationship.

Jane says pick up / drop off does not provide much time to talk.

Lisa notes from staff and her own impression that it would be good to communicate because we don't often get a chance to talk as a group, esp. being understaffed.

Jane suggests we get together in the next few months.

Discussion about best days among Allison, Faye, Cherie, and Lisa. Consensus that it should be weeknight, Tu, W, or Th. Meeting should happen close to center and soon after closing time.

Lily volunteers her house. She would prefer after March 17 on Tu or Th—Jane suggests April 6.

We'll notify staff through mailboxes. Plan to start around 5:45.

### **Fun Run Committee Discussions:**

We could start putting notices out to parents about needs for Fun Run to encourage volunteers.

Melanie suggests individual notes in boxes, but it seems like March might be better so as not to overwhelm parents with messages.

Lily confirms that both Gazebo and green are reserved so that crafting can happen in gazebo.

Melanie will ask Lucinda if library would consider combining their plant sale on the green to bring in more people and Lily suggests having kids paint pots for craft activity.

Wix.com—Paula will share link when updated and published.

Allison wants to clarify that they can link it to Center website to buy tickets. You can buy them through Lisa or online, although you pay a little extra.

There's places to add sponsors, and list publicity options, for instance, website mention or poster on green, etc. This may add layers to fundraising,

Jane suggests we get Google Doc going with list of sponsors.

Melanie will talk with Bayada point person about their experiences.

Jane has groups written down—helpful to meet briefly.

- Route run: Melanie and Patrick
- Registration: Paula, Julia, and Brain
- Publicity: Jenni and Paula
- Crafts: Cherie and Lily
- Pies: Julia and Jane

Discussion of Registration Costs:

Cost \$15 for individual and \$20 for a family

Cherie asks if families may sign up if they can't afford registration.

Jane says that if someone asks to participate, we'd accept.

Melanie suggests we make offer for current families of \$10 cost, making it a more affordable donation, and incorporating Cherie's idea of participation by those who can't afford fee. We would keep that info in the center.

Alison will mention special enrolled family discount in newsletter.

Lisa notes that we did get some good feedback from Dartmouth runners; only problem is that this spring's event might conflict with Dartmouth PowWow, which typically happens on Mother's Day weekend.

Registration—Allison says we need to figure out if they can they sign waiver as part of online signup, or if they must sign it in person on the day of the race?

Board members break up into groups and come up with a few tasks to do and report back on at the next meeting.

Pie Committee:

- Julia will make list of pie donors and distribute to board—get letters out in February
- Put out notice to parents to donate pies—notice go out to parents in April and then again the week of.
- Board members each make/buy 2 pies

Utensils: BJs and Hannaford's give gift cards so we can use them for this.

We use cheap paper plates purchased in bulk for center.

Registration Committee: Prizes—Ibex (Lily will look into this.)

Lisa may know some other contacts through parents that could help.

Last year we gave them pies, Morano gelato gift certificates. We also talked about Tom Tom because Patrick had connection, but that didn't work out.

Brian suggests we start a list of companies and do outreach to ask them to donate prizes.

Allison suggests looking at Google Docs under "Tikes and Trikes," because we got many things donated for that silent auction.

Strava could also be a good contact because kids attended CCCN and they might be interested in sponsorship or prizes.

Allison thinks we should aim for good first, second, and third place prize for adults and kids.

Jane mentions that CCCN has gotten pushback from asking because so many organizations in the UV are fundraising and we need to be sure people are comfortable with what we're asking.

Allison says this is why personal connection works best.

Brian will do first round list of area businesses and we can determine who has contacts among the board.

Jane will follow up with Hypertherm again.

Julie will ask Kristin about the banner and the pies.

We should also let Erin know when the race is happening and see if she wants to be involved.

**Next meeting: Monday, February 6, 2017**