

## Board of Directors Meeting Minutes

Child Care Center in Norwich

November 7, 2016

5:30-7:00 pm at the Center

### Attendance

**Present:** Executive Director Allison Colburn; Board Members Paula Holwerda, Jane LeMasurier, Marisa Donavan, Julia Rabig, Lily Trajman, Patrick Wheeler

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

**Absent:** Board Member Tracy Martino-Hsu, Melanie Michel

### **November Meeting Agenda:**

- Approve October Minutes
- Director's Report
- Health Insurance Update & Vote
- Tuck Fellow Update
- Fall Appeal Distribution
- Fun Run Next Tasks
- Pot Luck Board Recruitment
- ED Review Survey Distribution
- Pictures

**Minutes:** Jane motions, Patrick seconds; October minutes approved.

**Tuck Fellow Update:** Brian and Jenni present slides on Donor Mgmt Systems: Current system (LifeLine) incompatible with Windows; Support ends soon; Need to focus on ease of use.

Allison estimates that system currently contains contact info and donations given for 400 active constituents out of about 1000 total in database.

Jenni and Brian suggest considering three areas:

Capabilities (should it do more than reporting and donation tracking? If not, what should it do?); price of software; timeline for transition

- Capabilities: Manage a list of contact info; track giving; label generation; integrate payment through website; installation (on cloud or on particular computers); other functions, could it integrate with social media?
- Event management would also be good, so we could integrate Fun Run and other event records
  - Marisa recommends tracking action or participation in events to understand affiliations; how are they connected to center (alumni, parent)?
  - Integrate with Facebook to track Network for Good donations, donors pay a fee to use it when they donate
  - Patrick wonders if ability to generate a receipt to social media/facebook donation would encourage online donors.
  - He says we need to anticipate that online donations will grow, need that instantaneous receipt to reassure donors.
  - Marisa: Donors typically prefer to be thanked in format that they gave, i.e. email for online; paper for check, etc.
  - Currently, Allison says, all donors get paper thank you. Network for Good also offers option of monthly contributions. We need to be able to track all this, and how they're thanked.
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  - Consensus that most database software will allow us to do these standard nonprofit/fundraising functions.
- Cost: Most of the options are hosted with a monthly subscription basis.

- Marisa was database administrator for Aloha Foundation, used Razor's Edge, which is more than what CCCN needs. But she's also familiar with Little Green Light, common among smaller nonprofits and runs about \$40/month; Will reach out to see what other users think.
- Agreement among members that it should be cloud-based.

Timeline/Next steps:

- Brian suggests that we investigate Little Green Light and a couple comparable options.
- Allison thinks we should focus on Little Green Light first and Patrick suggests we see a demo.

### **Director's Report**

Insurance: Board needs to address Blue Cross because it renews soon. Board needs to decide what Center should contribute in light of increase.

- Most staff are on Standard Silver for \$484/month, staff pay \$36 of that; will go up this year, last year Center picked up whole increase. Cost is going up to \$520.92.
- Allison's recommendation is that there should be some sharing. It would be a big jump for them to pick up whole increase, but it would be good to share a little so they understand that it's going up every year and have sense of its value.
- Allison has spoken to staff about increase and Blue Cross also notifies them.
- Patrick asks what this increase could mean for the staff? Will it contribute to attrition?
- Allison thinks staff is aware of the value of health insurance and expected that it's going to increase. If increase is similar to last year, she thinks it will be OK.
- Jane: I think we should split but not 50/50.
- Patrick suggests 5 and 2.
- Jane makes a motion for this; Patrick seconds; Board approves.

Allison also notes that Blue Cross has tightened payment rules; haven't received current bill but they will still demand payment on November 26. If it's not in hand shortly after, they will send cancellation notices to staff.

Typically Allison needs two signatures on insurance checks because of the high amount. She would like to set up automatic payment so we never have to worry about missing a payment due date and risking the staff receiving cancellation notices.

All in agreement with plan to automate payment to Blue Cross.

Staff and Classrooms:

- We're full, have a new teacher who's working out well, and interviewing a new teacher tomorrow.
- Patrick asked about Dartmouth undergraduate work study, did we follow up on that?
- Allison asks Patrick to help write a job description. He will work on this with Jenni and Brian; Allison will post for January. Work-study could work with Jenni and Brian with database transition.

### **Fall Appeal**

- Paula addressed and did notes to previous donors. Yeah!!
- Usually do handwritten note, but no room this year, so we attached post-it notes.
- Discussion about whether to do more handwritten notes and how to get these out in a timely manner. Last year, they went out on the late side and it may have impacted results.
- Marisa suggests that if we can invest time to write note to nondonors, we should. Patrick suggests that if the notes aren't written before the deadline, we should simply bring them back to be mailed.
- Allison will send out sheet with suggestions for messages; it's also in the Google drive under Fall appeal. Donations support staff salaries and sliding fee scale.
- Paula divides letters, distributing about 24 each.
- Board sets deadline for the end of the week—Friday Nov 11.

### **Fun Run Next Tasks**

No updates at this meeting.

***Pot Luck Board Recruitment***

No updates at this meeting.

***ED Review Survey Distribution***

Jane has updated survey and needs to have board members look at it and give approval; let

Jane know if there's anything to add

Need to be approved by December and out in January.

***December 7 Selectboard Meeting***

Last time Melanie said that Keith would go—we'll check with her to confirm.

***Pictures***

Meeting adjourned around 6:30 and Jane photographed Board Members pictures.