

Board of Directors Meeting Minutes

Child Care Center in Norwich

October 3, 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

Tuck Interns: Brian Sheridan and Jennie Smith

Absent: Board Member Tracy Martino-Hsu, Lily Trajman

Quorum present? Yes

Agenda:

- Director's Report
- Approve August & September Meeting Minutes
- Welcome New Tuck Fellows & Introductions
- Summary of Tuck Volunteer Day
- Fun Run Committees
- New Board Recruitment Strategy
- Long Range Planning Update
- Fall Appeal
- Executive Director Growth Process Overview

Added to the agenda:

Mabel's Labels: At Melanie's suggestions, we'll share sample pack with parents, Allison suggests we put note with it, which Melanie will draft and Lisa can put in cubbies.

Minutes:

Approve Sept minutes (mtg actually held August 29) with corrections to attendance (Paula and Melanie) Patrick motions, Julia second, approved

August 1 meeting: Jane motions, Melanie second, approved

Welcome Tuck Fellows, Introductions, Proposal for Tuck Interns:

Board members are introduced to Brian and Jennie. Allison explains that our software for fundraising (Lifeline) is no longer compatible. We need a new fundraising tool and this is a good time to capture information we need and make it user-friendly. Ideally Tuck fellows will help us research software, present and select options, and implement (or do as much of this process as possible).

Allison will show Jennie and Brian what they have and Patrick suggests coming up with timeline for completion.

Jane and Board will follow up with discussion of what interns can do and what piece would work if they can't complete the entire process.

TUCK VOLUNTEER DAY SUMMARY

Allison, Lily and Patrick report back on findings. Asked for evaluation of strategic marketing and communications to increase engagement and translate that into fundraising.

Group did not include parents, unfamiliar with high cost of childcare and surprised to learn how high it is and how low workers in field are paid. Some ideas not appropriate for us, but some were:

- Came up with template, suggested getting email addresses to have better distribution of appeal and help parents to stay engaged throughout the year, not solely during fundraising time.
- Also recommended online registration for events, like fun run.
- Work Study: Allison had begun to think about alternative uses for work study and Tuck volunteers suggested hiring an undergrad to do social media. Even a few hours would work and it would be mostly paid for by the federal Work Study program.

Jenny asks what outreach currently entails. CCCN does one appeal to donor base in fall, but newsletter only goes to active parents

Patrick suggests we do resource-light outreach, so we're on people's mind when we do the appeal.

Next steps: Allison will pursue this by coming up with a job description with Patrick's input. She'll recruit at work-study, but it may not happen until winter term in Jan. A percentage of work-study students have to be in community placements so CCCN is a good partner.

Patrick will put Tuck report on the Google Drive.

DIRECTOR'S REPORT

Allison prepared materials for Norwich meeting; happening December 7 at 6:30 at Tracey Hall. We need a volunteer to speak in support of organization, must be selected at November meeting.

Financial outlook good.

Hiring: Allison offered a position and is waiting to hear back

Wine tasting update: Melanie secured date Wed June 21, 2017, 5-7; we're lucky to get one because Dan is reducing the number. We raised about \$600 last time.

FUN RUN COMMITTEES

Jane: Discussed finding volunteers through Hypertherm, 6-8 volunteers for the race in May. Patrick notes we also had 4-5 Tuck students last year; Jennie and Brian could advertise it as well to get volunteers and runners.

While we have had Youth in Action in the past, agreement was that adult volunteers may be better fit for this event.

Paula notes that Ledyard has a similar arrangement to Hypertherm and may be a good source for volunteers and/or willing to promote our run within organization.

Some discussion of whether Board membership could be a voluntary opportunity? It can, but not as popular as other activities. More effective to get people from trades to do work on building or offer financial advice on one-off basis.

Patrick—maybe we could try again to reach out to cross-country teams and get kids out, Jane will reach out to them and to the soccer team she coaches.

Jane updated the planning document on Google Docs, board members signed up for committees;

- Paula will update map
- Julia will contact Kristin about volunteering with pies.
- We need to think of more sponsors or prizes, maybe Stateline or Omer and Bob's gift certificates
- Use eventbrite to organize to advertise and do weekly contact, takes you to calendar to see local events
- Let people know we will sell pies; could also raffle off
- Patrick will try to get Fun Run on running series calendar
- Jane: Need to let people know that it's a serious run with clock; she'll see about getting timer again.
- Lily said she wants to be on committee and maybe she'd be a point person for crafting committee.
- Allison notes that Karen also works on this and may be willing to help.
- Patrick mentions that we need to make decisions to get this done; Jane suggests we meet with our subcommittees before or just by email or phone.

Allison suggests that we can pull in people who are not board members but may be willing to help now that we have a committee structure set up for the event.

Paula: Will follow up with Christopher Coughlin about being on board or volunteering for run.

BOARD RECRUITMENT

Using fall potlucks to recruit, putting info slips in mailboxes, and talking to parents about being on the board

- Julia will do letter for boxes
- Jane and Paula will go to yellow and red
- Julia will go to Blue
- Christopher could go to nursery if he's willing

LONG RANGE PLANNING

In director's report; moving forward, has been meeting, next steps in place

FALL APPEAL

Paused while we waited to see if Tuck yielded anything; need to get going on that and prepare email addresses

Meeting gives approval of Paula's mock-up

Patrick noted that some people gave significant amounts last year, we should write thank-yous; get those letters out promptly so we have time to follow up

Allison will get picture approvals

Paula: They will be printed double-sided and folded, can call around to see prices.

Allison will prepare list to send out.

Discussion of merits of hand addressing v. labels: Patrick notes that last year we hand addressed and that contributed to delay in sending out appeal. They need to go out in early November so they don't get lost in holiday crush.

Although time-consuming to hand address, other members believe people will be more likely to open hand-addressed letters; if we use labels, we should have white envelopes because labels will be white.

Board discusses how to make the decisions. Decides to prioritize hand-written for people who haven't yet donated and new families.

Allison will print out labels for all and sort based on history.

Patrick notes that we need a single master file on which to check off what we've done and indicate handwritten v. label.

EXECUTIVE GROWTH SURVEY

Jane explains that it's a way to figure out how to support Allison or future exec dir in their enormous and demanding role. Create surveys through survey monkey and present results to Allison. She responds to board with goals, and we come up with ways to support her in this.

Julia agrees to work with Jane to go through surveys and clean up or add to them. The real work happens in winter when we synthesize results.

Allison will get passwords to access Survey Monkey; Can usually copy, update and send.