

Board of Directors Meeting Minutes

Child Care Center in Norwich

October 15, 2018

5:30-7:00 pm at the Center

Present: Executive Director Allison Colburn; Board Members, Hannah Caldwell, Marisa Donovan, Jane LeMasurier, Julia Rabig

Absent: Hannah Caldwell

Tuck Interns: Linda Monteiro

1. Approve Minutes (previous three meetings (May, June, Sept))

- May minutes: Jane motions, Marisa seconds, minutes approved
- June minutes: Jane motions, Marisa seconds, minutes approved.
- Sept meetings can't be approved b/c no quorum.

2. Director's Report

3. Tuck Intern Update: Board Recruitment and retention

- Two phase approach: research on what it means to be on board, what are the limitations to participation and recruitment?

- First phase:

- Primary ask for current members: Linda presents plan to gather ideas from her husband, who is nonprofit professional, and to contact previous board members. Board agrees to this and Jane suggests Linda also look at parents' survey on mtg. times we did last year.

- Second phase: Playbook of things researched, ideas considered, that proved workable.

- Marisa suggests we also prepare on-boarding process that we can streamline and consider exit interviews. Jane notes that there is a lot of material on the drive that Linda could look through. We discuss how people are stretched for time. Also, childcare does not often seem like a cause that requires support in the same way as other nonprofits and social issues.

4. Fall appeal

- Marisa has been in touch with Hannah about taking a photo for the appeal.

- Theme: Sense of grounding as a theme for appeal and the following year of fundraising. The rock, the playground, the tricycles. We could use historic photos as people often identify it as the "A-frame"

- We need an excel doc from Allison with list for us to divide.
- Allison will print labels like last year and check on how many remittance envelopes we have.
- About 650 addresses in database; Marisa suggests we do an e-follow-up to those who don't give. Allison will check to see if we have an account with Constant Contact to do this.
- Timeline: Hard copies available at the next mtg for signing.

5. Changes to newsletter & potential for quarterly Board communication

- How do we position ourselves as a voice on issues of childcare in the Upper Valley? We have regular communications from Allison, what about the board?
- Jane wonders if we should do this as a separate email that's just from Board and Allison. Each board members signs up to do one and target people on a personal level based on what interests us.
- Needs to have compelling subject heading.
- Discussion: Is it better to stick with newsletter because people are accustomed to it? Or, do we need to try something fresh that more will be likely to read?
- Decide to try board communication, but Marisa suggests that we continue to think about boosting the newsletter as well.
- We'll start after fall appeal in January.

6. Approval of BCBSVT premium increases to be absorbed by CCCN

- Going up about \$10/person; Allison suggests board absorb this cost in premium because co-payments and out-of-pocket costs are also going up. This 2% increase falls below what Allison budgeted, so there is a comfortable margin even if more staff join the plan.
- Jane motions, Julia seconds, all in favor.

7. Brainstorming with Lizann Peyton: How to sustainably provide staff wage increase? Allison hasn't heard back about dates, but will see her soon.

8. Usborne book fair?

- Marisa has neighbor who sells Usborne books and wonders if CCCN would be interested in an Usborne book fair. Would involve sending parents a link, and Center would get a certain number of free books based on sales. Do we need books?
- Allison notes that CCCN always like books, though there are many in storage. She suggests that we ask what we want parents to focus on when we communicate to parents about what the center needs.

- Perhaps table this idea until after the appeal; Marisa will get more details.

9. Old business: Fee scale re-vamp; website, etc.

- Allison's husband is going to look at it, but working on preparing Mac books donated by Marion Cross. Original site created several years ago, but person wasn't able to do support. Allison thinks we may need to hire someone to do another.

- Linda has some experience and will see if there's anything she can do help us atleast update it.

- Allison says that if we hire someone to do another it either has to be very easy to update for staff or we need to budget for someone to do it. Allison would also consider taking a full-day Wordpress course so she can do it.

- Trello tutorial at the December mtg. In the meantime, members should familiarize themselves.

Next meeting is Monday, November 5, 2018.