

Board of Directors Meeting Minutes

Child Care Center in Norwich

September 10, 2018

5:30-7:00 pm at the Center

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

Absent: Julia Rabig

Tuck Interns: Linda Monteiro

Agenda Items

1. Introductions - quick catch-up with Board members - first meeting of the new year
2. Can't approve May or June Minutes until next meeting
3. Director's Report - Allison provided details about the NAEYC visit - we passed by a good margin.
4. Fall Appeal - Organization and 1st Steps
 - *People are most generous during the holiday season. What do we want the appeal to entail this year. Goes out to 400 constituents who are current and former families and friends. Our database is Little Green Light, which where our information comes from.
 - *How do we keep it fresh. Can't have too much text. Must grab them in the first few sentences. Limited space to make an impact.
 - *Write a note on the envelope.
 - *Remarkable change in the number of kids who are in the Center and who benefit from the Center.
 - *Should we come up with a theme for the year? Write up some messaging in order to tie everything together. The A Frame - the rock - physical grounding that draws a person to this place. "Consistent" "Grounding" "Sense of Place"
 - *Artwork from a child?
 - *Moving in the online direction - e-appeal - to target people online as well as through paper
 - *How are we currently collecting people's email addresses? Online giving is done through Network for Good or PayPal
 - *Thematically tie in why it is good for people to make recurring gifts

Action Items:

- Marisa:** Brainstorming document - Trello is a management system that we could use for meeting online.
- Jane:** Get onto the Wine List soon!!
- Allison:** Respond to Lizann about a Board meeting plan
 - *Develop a marketing theme for the year and figure out how to get people to sign up for recurring gifts.
 - *The Year of Messaging: become the Local Voice for the issues in childcare. This is not our problem. Better use of the listserv and Dan Frazier. Continue to noodle on all of this
 - *Devote a Meeting to Fee Scale

5. Tuck Intern Project

- a.) Board member marketing - strategies for drawing in more board members from inside and outside the Center
- b.) Center Project: how to position ourselves among the child care programs to pay better and remain in that position? How to create a more consistent revenue stream. Want to remain a high quality

center, but we need to be able to pay our staff better. Perhaps we should consult with Jane Huppee - maybe she would give us some of her time to help the Board brainstorm the issue of better pay for our staff. We should put a "crazy idea session together" - put sticky notes on the wall and let loose and don't worry about what has happened before and this could at least get the process to start us thinking in new ways. This could lead into a session with Lizann Peyton. She is happy to do a training for free.

*Linda would like to move forward with the Board marketing idea. Thanks, Linda!

6. Fundraising Calendar/Website Updates

Marisa will put together a barebones calendar that can tie into a general Center Events Calendar

We should have a separate Board Communications that talks about events coming up and provides outreach - it could also go beyond just the Center parents. Interview the teachers, include kids artwork, continually present ourselves as an education provider along a continuum

7. Fee Scale

Where are we on this project? It needs to be fixed soon.

Allison explains it in a nutshell: it's basically four pages long, because for years the Board kept tweaking the rates/options/etc. so that now we have a smorgasbord of options and categories and it desperately needs to be streamlined. The current scale is so prone to errors and we can't use any traditional accounting software to keep track of it. We are trying hard to meet all socioeconomic needs. In addition we have an in-house scholarship program and Act 166 money to factor into the equation. So many iterations and complications.

Priority list for what needs to be fixed first? Map out a phased approach to making a change to the system. What are the 4 to 6 things that would lead to a more transparent end-goal?

8. Next Meeting Date - October 15th?