

Board of Directors Meeting Minutes

Child Care Center in Norwich

December 3, 2018

5:30-7:00 pm at the Center

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

Tuck Interns: Absent

Director's report: About \$2000 has come in through donations.

Minutes: Jane motions, Marisa seconds, approved.

Fundraising: Marisa is pursuing fall appeal follow-up plan through Constant Comment.

Will speak with Lisa about coding donors through Little Green Light to see if personal communication at events and through handwritten notes makes a difference; also, if people respond more to email or snail mail.

We need to keep talking about a calendar for fundraising and starting things earlier.

Look for people to design posters to increase visibility.

Social Media Presence:

- What about Instagram? Are there restrictions with privacy? Parents can sign form to give photo permission, but many decline. Also issue of added burden on teachers.
- Hannah suggests occasional posting of news article, relevant piece on childcare, quotes on childcare.
- Marisa noticed that Hartland Elementary posts photos of kids everyday—how do they do that? Allison suggests due diligence around this, ask parents, find what others do.
- Hannah suggests private group that only parents can access.
- How does social media presence relate to what we need? Right now that's staff and money. How do we do it without taxing anyone?
- This is a question of branding, having a presence that contributes to word-of-mouth about how CCCN stands apart. That can attract staff as well.
- Jane suggests coming up with a stock of materials, sources we can draw on. When Paula did FB, she'd update every few days, add pictures of kids' artwork.

- We could all contribute to this, but still want to make sure Allison and Karen can take a look/vet to make sure it meets center's standards and philosophy—can note if it's approved. Allison will consult with Karen about her ideas for social media.
- Jane created a social media folder under Communications.
- Mark and Lily need to be removed from Facebook.
- Quarterly missive from Board Member relevant to themes to be sent via email and are personal, may pull in people who would be interested in joining board, or just volunteering.

Touch a Truck: Popular--discuss combining it with the Fun Run.

FUN RUN: Should we get rid of 5K part and just make it a Fun Run for kids with music, touch-a-truck, bake sale? The reason for this is that there are few runners, 5K is 'saturated market' for fundraising around here; people seem more attracted to the other family aspects of the event. If so, for what parts do we charge admission, ask for a donation, etc?

- No baskets this year (too time and labor-intensive), but what about auctioning off a few big-ticket prizes?
- Gift certificates to camps: Montshire, Horizons (Marisa), Vins, Disney trip, Cedar Circle, Storrs Pond membership.
- Make some decisions next month; it will be here before we know it!