

Board of Directors Meeting Minutes

Child Care Center in Norwich

February 4, 2019

5:30-7:00 pm at the Center

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

Absent: Katie Crouch

Tuck Interns: Linda Monteiro

Director's Report: Renewed STARS, United Way, winter challenges; Shelly leaving next month; will probably not increase numbers until staffing levels more robust; new float working out well.

Tuck Intern Update: Shared slide deck she's started on Board Recruitment Process, framing of issue, moving toward analysis and recommendations; Interviews with current and former board members, external research; how to formulate and understand benchmarks.

Looked at data since 2014 to see how many have served and who serves among parents, staff, community members.

Terms of 1.7 years seems to be average. Should we change expected term to one year?

- One year seems short, people would leave just as they come up to speed, but maybe one is less daunting. Linda found that two years is not uncommon, but on the shorter end; recommends we keep that.

What would ideal mix be among parents, staff, and community members?

- We've often thought in terms of needs, such as writers, development, fundraising, etc.
- More community members because their stakes/perspectives are different from parents and staff. Maintaining board memberships is difficult, and numbers declining, as nonprofit boards proliferate and people have many demands on their time.
- Discussion of ideal size of board: Determine that 9 is ideal, small enough to maintain engagement and large enough to do subcommittees, more ambitious projects
- Composition: Would be good to diversify by age, gender, etc., not just skill sets and affiliation.

What are our expectations of board members?

- Asking people to commit to certain kinds of tasks instead of a time limit, that can draw them in.
- What can they get out of it? Connection with day-to-day of center; good way to learn how a board works; more connected to community

What improvements can we make to board experience?

- Establish clear structure with directions and responsibilities for members. Recap, director's report, foreground outstanding business, topics with time; wrap-up (assignments) and next steps.
- Emphasize typical meeting for prospective members; we are really done by 7:30.
- Relevance for nonparent board members: Linda suggests bringing something from outside childcare center (articles, news reports, etc.).
- Have someone come a few times a year to speak to board on relevant topic.
- Annual planning—craft annual message about goals and themes for the year. Calendar with board meetings; amount of time allotted for each. Would help to pull individuals in for particular events.

How this would work?

- Seems best to have board come up with theme plan before annual mtg in June, would establish good foundation for the new board in the year that comes. Linda notes that we'd be prepping in the months prior (March and April) for this. Linda will put some ideas down for next meeting.

How does CCCN board compare to other boards?

- Specific organizations Linda should consider include Green Mountain, Magic Mountain, Hampshire Coop Nursery School, Norwich Nursery School, Montessori schools, Open Fields, Maple Leaf

Spring Carnival (formerly the Fun Run)

- Raffles:
 - Storrs Pond Family membership; Aquatic center, Ava Art Gallery, Cedar Circle, Winter/Spring Break Camp; Billings Farm family membership; Raffle last year was \$5/1 ticket \$20/5
- Music: Asking Marcia
- Food: Marisa in touch in Vermont Munchies, McNamara Dairy, food trucks (with donation of percentage to center); Are the others? Find out from school about permitting and then contact more. Linda could ask The Box. Make a decision on bake sale after we find out about food. General consensus that we proceed with bake sale asking for parents to donate food.
- Permits: Jane got permission from Miranda, but she says we need to check with school about where they can be.
- Time: 11-1
- Volunteers: 8 needed—each board member bring one person.
- Registration table/charge: Table on gazebo and entry way to driveway with trucks.
- Ask Bree about doing fun run; Kids could get bib with entry fee whether or not they run.

- What should we charge? Linda suggests we set fundraising goal and work from there. You could have carnival style tickets—kids get a bunch and can use them for various activities; Marisa: Come up with price structure for event; figure out whether baked goods are cash tickets. Allison suggests doing all cash or all tickets, kids love the choice and parents like giving kids control.

- Goal: \$3000
- Advertising: Facebook, Daily UV, maybe radio?
- Who wants to create a Facebook event for this?
- Vacation Week—Crossroads, Aquatic center (Marisa)
- (Cedar Circle) Julia
- (Billings Farm) Julia

Social Media Presence/Hiring:

- Folder on Google where things could be uploaded for Allison's approval.
- We can post a job on Facebook for free, but need to pay to boost it, emphasize vacation benefits, and insurance. Need to write up posting and post through Facebook. Allison and Hannah will do it.