

## Board of Directors Meeting Minutes

Child Care Center in Norwich

January 7, 2019

5:30-7:00 pm at the Center

**Present:** Executive Director Allison Colburn; Board Members, Marisa Donovan, Jane LeMasurier, Julia Rabig, Katie Crouch

**Absent:** Hannah Caldwell

**Tuck Intern:** Linda Monteiro

**Minutes:** Julia makes motion, Jane seconds, all approve December minutes.

**Director's Report:** One float left and replaced, but more needed; \$5,600 in donations on Fall Appeal, Similar to previous year; Insurance agent looking for new plan because current plan is dropping human services; Considering participation in Vermont STARS (quality recognition system) because some childcare subsidies may only be applied to STARS programs), and yet the amount of paperwork required may be unrealistic for an After School program. Fix to heating done; floor of Blue Room will be stripped on January work day.

### **Board Recruitment:**

- Linda's interviews ongoing.
- Introducing Katie board and issues at hand; Katie suggests looking at it from a marketing perspective: Is there a way to convey why board participation is important to community, the functioning of center, i.e. 'five great reasons' to be on the board?
- This could fit into larger effort to publicize center and stay in touch with parents (in keeping with the messages from board members).

**Staffing:** A constant challenge in the region. Marisa is hopeful we could find way to create endowment that would spin off some income to increase wages. The draws of the Center have included vacation benefits, which increase with seniority, and health insurance.

**Advertising:** Listserves, school spring, indeed, and job fairs, but has best luck with *Valley News*. There is also discussion of advertising through Facebook and public radio underwriting, depending on the cost.

**Development:** If we were to receive a larger donation, Marisa asks, how would we use it?

- Is there possibility of hiring a part-time development person? Allison notes that board tried it, but they never found a fit. A development person needs to be able to bring in an amount double their salary. These things should be considered when we talk about budgeting in the spring.
- Allison notes we need to look at staff who have been here >10 years because they were hired at such a low rate and their salaries need to be more competitive. We really need those experienced people.
- A wish list: A meaningful salary scale with funds to reward people for returning to school. Now, we just manage small across-the-board raise.

- Discussion of alumni campaign to keep long-time donors, perhaps pegged to the 50<sup>th</sup> anniversary (1971-2021). Allison notes that Center did that once.
- What unique aspects of CCCN could be emphasized? Sliding scale, the longevity, find out from state significance of what license #89.
- End goal: Development calendar with targeted dates for mailed pieces, emailed pieces (quarterly board missive); that we replicate every year.

### **Fun Run:**

Issues to address: Baskets turned out to be the most successful, but incredible amount of work between asking, making baskets, and marketing them. 5K races are done all time now, so that part of the event doesn't generate as much revenue or participation.

Discussion of revamping event: Maybe Touch-a-Truck combined with bake sale, music, Bubbles, and some big-ticket raffle items (Storrs pond, summer camp, people who donate vacation homes, etc.)? Would this be day-of raffle or purchased ahead (probably marketed ahead). Not that much work on the day, but we need a lot of volunteers for the number of people who attend. We can keep and build upon the kids Fun Run. Easy-as-Pie name may not work when we're combining pie, Mother's Day, kids' run, trucks?

Tickets: Marisa note that at the last Touch-a-Truck we did suggested donation, but we should do ticket prices this time if it's the big fundraising event of the year. Marisa will create document, Katie suggests competitive analysis of options.

### **Mother's Day Theme:**

- We could also do a few Mother's Day themed baskets—(dinners out, massages, etc.) , less work than the previous version with many baskets.
- Katie suggests a Mother's Day pancake breakfast fundraiser (has seen this work in another town and it's fairly easy).
- Sell flowers—carnations for kids to give to mom.

Deadline: Nail down theme, name, determine items to ask for by next mtg.

### **Board Messaging:** Marisa is writing board missive—will run it by board.

- Katie asks about getting stories from alumni: Allison notes it's difficult because we don't have good information for many people. We could use Facebook ad, Linda suggests, to reach people.
- Katie suggests the Time Smarter Living as a model—could we get some tips from staff experts. Allison doesn't want to put more on staff, but Board member could interview staff and write up tips.
- We need to create more printed material, posters, new board photos, photos of kids that have parent permission.

- Katie will do draft; Marisa will connect with Hannah about alumni group and see what cost would be; All work on spring event planning.