A pink ribbon with a butterfly on it

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**Board of Directors Meeting Minutes – March 13th, 2024**

**ATTENDEES: LYDIA DODY, MARK KOEPSELL, COLLIS WOODWARD, JILL RICKARDS, LANA SCHUELER, GRETCHEN JOHNSON, MELISSA VENABLE, ELISE CARVER, DEBBI POTTS, CAROLE CRANE, JAHNA EICHEL, AND LAURA HICKEY**

**General**

1. Met on Zoom from 5pm- 7pm
2. Meeting Minutes from last time still need to be approved. Going to be approved at next scheduled Board Meeting. Mark did send the minutes during the meeting, but it was not approved yet.

**Financials:**

1. We are looking good, even though the budget is currently skewed because of the Gala in February.
   1. It is usually shown in the financials that we spend more on the program than we do on events, it was flipped this month.
   2. As the year moves forward it will even out again.
2. Overall, financials are in a good spot. If we don’t have any money come in for the rest of the year we will still have $100,000 moving into 2025
3. Conversations about a CD
   1. There is a promotion right now of only a 5 month commitment at 5.25%.
      1. 6-11 months is at 4.7%
   2. Lydia preferers that we go for a longer term and a higher percentage. Possibly shooting for 4.9%
   3. Collis and Lana are going to work together to decide how much we should put into the CD
4. Switching to Ent Bank and out of Mountain Valley Bank
   1. We are going to switch over gradually over the course of the next few months.
   2. Elise and Lana are making it happen. It is approved.

**Gala Reflections: Money**

1. We brought in around $21K more in the 2024 Gala than in the 2022 Gala.
   1. 2022: $166K, 2024: $186K
2. Our ticket sales were higher, but we have to keep in mind that the prices of our tickets were higher in 2024 compared to 2022.
   1. 2022 ticket sales: $84K. 2024 ticket sales: 96K
   2. We had 364 attendees in 2024. 2022 was 335.
3. Our live auction brough in $11K dollars more than 2022.
4. We made less than we gave away in our raffle.
   1. Raffle item was 2 Sony XV900 Speakers.

**Gala Reflections: Comments**

Good things about the Gala

1. The amount of auction items was amazing. Lydia, Carole, and Mark were very happy with how they were presented.
2. The band in the social hour added elegance to the evening.
3. Programs, Ambassadors, and Speakers were great.
4. Overall “wow” factor to the evening.
   1. Palmer Properties donating their decoration skills and items, Blingle donating their glowing trees, Champagne- all made it beautiful.
5. Size of the venue was appropriate for the size of our event.
   1. If we have a bump in attendance then we should find a different venue

Things to improve by next Gala

1. There may have been too many silent auction items.
2. We could have made the Ambassador Fashion Show longer and more “wow”
   1. Naming what the girls are wearing
3. Blingle became problematic with the Hilton
   1. The Hilton was missing lights and Blingle would not take responsibility/work with the issue.
   2. We loved Blingle and what they provided, but there is concern if the Hilton will let them return.
4. Nobody was listening to what Mark and Elise were saying in their speeches.
   1. Could we make the PA system better next year?
   2. Could we alter the program to give people more time to socialize so they didn’t have to during speeches?
5. The registration table needs to be focused on next year.
   1. Making sure every volunteer is knowledgeable about GiveSmart, cleaning up after themselves, and working faster to keep people from getting frustrated as they come in.
6. Checking out at the end of the night was very difficult this year.
   1. We need more volunteers and a better system so people are able to check out and leave easier
   2. We also need a better system for inputting Paddle Raises.

**The Hope Lives! Program:**

1. Debbi has gotten into the Program Manager position and has made great progress.
   1. Letters and words of encouragement sent to clients after coming in.
   2. Updating the New Client Application so it is much easier for clients to apply.
   3. Connecting with Providers and adding new ones.
2. Elise has had her stress levels reduced since bringing on Debbie and Laura Hickey
   1. Wants to start focusing more on fundraising and community now that other things are being taken care of.

**Running For Hope! 5K:**

1. Laura is directing the 5K this year
2. 5K is on June 15th, 2024. Located at the Equalizer and Houts Lakes area.
3. More ideas this year:
   1. Decorate a bra contest
   2. “signs of Hope”- an extra fundraiser of customizable lawn signs that runners can buy to see marking the course on race day.
   3. Peer-to-peer fundraising.
   4. Setting this event up to be fun. Prizes for best team costumes?

**Golf Tournament:**

1. Elise has been trying to find a course to host 2024.
   1. Highland Meadows went from $89 a person to $109 a person. Not including food.
   2. Currently TBD on date and location.

**Next scheduled meeting: April 17th, 2024**