

**Board Meeting Minutes- July 10th, 2024**

**In attendance:**

Mark Koepsell, Gretchen Johnson, Lana Schuler, Collis Woodward, Carole Crane, Elise Carver, Debbi Potts, Laura Hickey

**General:**

1. Approval of May Meeting Minutes, approved unanimously.
2. Approval of June Meeting Minutes, approved unanimously.
3. When Lydia returns from her vacation, there will be an executive team strategic planning.
4. Mark made an announcement that we need to respect office hours when communicating with one another. Office hours are 9AM-4PM, Monday-Friday.

**Financials:**

1. Collis feels that over all we are sitting in pretty good shape
2. We have $74K more in our cahs position than we did last year.
3. Our liability is very low.
4. Our donations are currently higher than we budgeted, but our event revenue is lower than we budgeted.
5. We have spent $23K more on fundraising than we budgeted for, but that is expected to even out as the year goes on.
6. We brought in a little over $12K from the 5K.
7. Financials approved by board unanimously.

**5K overview:**

1. Overall, the 5K went great.
2. Laura proposes that next year we develop committees.
   1. Vendor committee.
   2. Volunteer coordinator.
   3. Food and bev committee.
   4. Sponsorship coordinator.
3. Laura also proposes that these committee leaders meet in person twice a month for the 2 months leading up to the 5K.
4. No professional timing next year, HAL Sports did not do the timing correctly and they did not have a strong follow up after the event. Better to save the $1500 next year.
5. Board proposals for 5K next year:
   1. Remove the “running” from the title. Perhaps Walking for Hope! next year?
   2. Wanting to make it more playful, costumes and competition.
   3. Bring the VIP tent closer. This year it was in the middle but HAL Sports changed their set up the same day.
   4. Less food next year.
   5. Developing more communication with clients to feel welcome to come.

**Elise report:**

1. We are just over 2 months away from Golfing for Hope!
2. Wants to have fun with the fact that the tournament is on September 13th. The 13th place award, the 2nd to last award, etc.
3. Earlier start this year, 5AM hard start.
4. We have a few sponsors but we need more.
   1. Mark said Xanadu can do ball sponsorship if needed.
5. We also need more players, we need 32 foursomes.
6. Elise will send out a google sheet of things we need to all Board Members so they can sign up to bring items (tables, chairs, coolers, etc.).
7. Also ready to start asking for silent auction items.

**Debbi report:**

1. 85 people have applied, 75 people have been onboarded.
   1. 3 not eligible.
   2. 4 deceased.
   3. 5 canceled and waiting to schedule.
2. Currently have 5 new Ambassadors.
3. Christmas in August is coming along.
   1. Pink HL sunglasses and the leftover 5K t-shirts will be presents to our clients.
   2. Built to be something that brings joy to our clients and saying that we care.
4. We need gas cards, transportation is a huge issue for our clients.
5. Wants to begin a “Sponsor a Woman” recurring donation.
   1. “$500/year is $42 a month!”
6. Timberline Church Table.
   1. Debbi has sent out a list of who is working when.
   2. Will build a cheat sheet of frequently asked questions so we are all on the same page.
   3. Timberline provides the table, the chairs, and table cloth. We bring everything else.
   4. We are not allowed to solicit. The purpose is to answer questions and be approachable and have organic conversations.

**Laura report:**

1. Most of report was the 5K overview.
2. Has been working on the Spanish brochure.
3. Proposed the idea of microevents to support Hope Lives!.
   1. Fundraiser at a movie theater.
   2. Benefit concert with local bands, artists, and vendors.
   3. Trivia night.
4. Will be the volunteer coordinator for Golfing for Hope!.
5. Also working on the 3rd Party Event Policy and application.

**Next board meeting is scheduled IN PERSON on August 7th, 2024 from 5-7PM at**

**The Creative Agency**

**(3201 East Mulberry Suite I. Fort Collins, CO 80524)**