

**Board Meeting Minutes**

**November 13th, 2024**

**At The Creative Agency- in person**

**In attendance:**

**Carole Crane (via Zoom), Collis Woodward, Lydia Dody, Mark Koepsell, Jahna Eichel, Elise Carver, Debbi Potts, Lana Schueler**

**Board Meeting called to order at 5:21pm**

**GENERAL**

1. Gretchen Johnson resigned from the board
2. October Board Meeting Minutes approved

**FINANCIALS**

BUDGET

1. 2025 Budget proposal
   1. Will vote next month after reviewing; first column is actual, then 24 budget, then proposed 25 budget
   2. Lana to double check:
      1. Credit card processing fees
      2. Buckets for event expenses-look at Production Costs-what’s in it??
      3. Look at margins in P&Ls for actual events costs/profits to help us plan better and use those numbers when budgeting
      4. What’s in the Volunteer Recruitment bucket for $7,600?
   3. General
      1. Could we have any gala expenses for program? Probably not from a tax perspective, but perhaps photography could be because of marketing
      2. Program is heart of business, we need to spend more money on it next year, more than $35K
      3. What else can we do? Might clean up chart of accounts for next year
      4. Do we talk about personnel changes, marketing person, wages, etc. under Program?
      5. In the black with overall projected income of $44K; it’s cushioned and conservative
      6. Do we finalize budget before strategic planning or vice versa? In strategic plan we could really talk about focusing on topics like who are the best sponsors,etc.
      7. Promote again about King Soopers program
      8. Really want to be in black once again for this year’s 990
      9. End of year giving will be included in gala invite. Mark will talk to United Mailing about carrier routes; Jahna will share higher end routes. Maybe risk sending 15K invitations. Past attendees, clients, providers only about 1K
      10. Marketing
          1. Look into tapping CSU/Front Range to get a marketing intern
          2. What does marketing budget look like for next year?
          3. ROI- Jahna and team would be better used for SEO,etc, not social

PROFIT & LOSS BUDGET VS. ACTUAL

1. P&L vs budget: happy with it
2. Fund 46.47%/Prog 42.23%/GA 11.30%
3. When creating new positions need to have intentionality with these percentages, ie, job descriptions
4. 16K income (net) so far for year, budgeted 66K for whole year
5. What is gold standard? Thoughts would be at least breaking even, $50K in checking, 3 mos reserve-probably close to $10K/mo. Last year’s buckets were ideal

CASH FLOW

1. Actuals through Oct
2. High 200Ks in cash; budgeted $293, at about $250K
3. Look at buckets again-Fund/G&A/Prog…really want to focus on program, esp during strategic planning
4. Maybe scholarship program/emergency grants like transpo, etc., come up with threshold and then Prog Mgr has latitude to give additional funds-used to be $1,000 worth of vouchers
5. Possibly have slush funds for cash cards, grocery cards, Lyft, etc.
6. Partner with other non-profits who already have resources like House of Neighborly Services,etc.

The Treasurer's report was accepted unanimously

**PROGRAM MANAGER DEBBI POTTS REPORT**

1. 136 potential clients applied
2. 128 onboarded or scheduled
3. Added a new service provider: Know Me Nutrition, virtual
4. Hypnosis coming aboard soon
5. Thanksgiving cards/ Human Bean card to all service providers, received feedback from some of them
6. Debbi and Lydia went to Magique Boutique
7. Started client feedback question in packets/ initial visit
8. Connected new client with Ambassador to mentor her and connected husband with Cancer Care online support group for spouses
9. Connecting with Salud Medical Center with Spanish brochures
10. Highlands Ranch High School collection is done, Jill will be picking it up, they sent me a video!
11. 8 pink boxes of Hope for the Ambassadors / Lemongrass also did an auction basket
12. Meeting with cosmetologist who wants to give free cuts /styles to clients & care givers
13. Ambassadors:
    1. Lining up hair appointments
    2. All videoing is complete
    3. Finalizing escorts
    4. Working with volunteers to pick up and drop off gowns, goody bags etc.
    5. What have the ambassadors been involved in?

* Christmas Open House
* 5k
* Golf Tournament
* Living Her Legacy concert
* Speaking at networking meeting
* Volunteer round up
* Mentoring/ supporting clients

**EXECUTIVE DIRECTOR ELISE CARVER REPORT**

1. Ran out of time to cover report; did send ahead of time to review

GOLF

1. Did mention that she had a great meeting with ServPro employee John Holladay who attended our last tournament and was previously a pro at Southridge
2. John had many great suggestions that she will cover in more detail later
3. Did ask Jahna (who agreed) to have her team create a collateral to send out to past sponsors/players by the end of the year for planning purposes

**OFFICE MANAGER LAURA HICKEY REPORT**

1. Laura is attending the Aims Non-Profit Leadership class this evening; sent report ahead of time to read

**GALA**

1. Ran out of time to discuss gala; scheduled follow up meeting on November 26th

**Next Board Meeting is on December 10th, 2024 at The Moot House at 4:30pm**