

**Board Meeting Minutes**

**January 8, 2025**

**At The Creative Agency- in person**

**In attendance:**

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

**Board Meeting called to order at 5:26pm**

**GENERAL**

1. December Board Meeting Minutes approved
2. Welcome to Gala Project Coordinator Frankie Kowalski!
3. New potential board member: Barry Eastman, wife is an ambassador and with New York Life
	1. Has been very generous
	2. Let’s meet with him to hopefully bring him onboard, expedite before gala
	3. Elise to send Mark the application
4. Blair Trautwein (retired attorney) coming on? Collis has been trying to reach out, but doesn’t have good number for him. Also could potentially help with endowment
5. Carole C. to send out email she sent to Realities sponsors

**FINANCIALS**

1. 2024 Preliminary budget results
	1. Ended up $412K and budget $370
	2. Revenue was higher than proposed and so were expenses, but happy that expenses are higher because we’re spending more on program
	3. In better cash position than last year
	4. Total equity $315K
	5. Total cash $287K; balance sheet is basically cash
	6. Actual vs proposed: actual came in higher with donations/events
	7. Fund 42.99%; Program 45.25%; GA 11.76%
	8. Budget has been healthiest it’s ever been!
2. Cash Flow for 2024
	1. Trying to budget cash flow monthly
	2. Budgeted $293K and came in at $287K
	3. 41% Fund/48% Program/11% GA
	4. Lana will revisit Laura’s salary-probably too high in fundraising
	5. Don’t have a strategic marketing campaign in getting word out to more potential clients-this would go to Program
	6. Lana and Elise to work together to see if we can get Program costs up
	7. Carole C. question about what percentage providers donate in-kind services vs what they charge-roughly 50%
	8. Summary (Actual vs Forecasted):
		1. Revenue $412K, $377K
		2. Expenses $370K, $344K
		3. Net $41K, $33K
		4. Beginning $255K, end $287K
		5. Cash $31K, 38K
		6. Percentage increase: 12% 15%

The Treasurer's report was accepted unanimously

**PROGRAM MANAGER DEBBI POTTS REPORT**

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| **2024 CLIENT OVERVIEW** 156 Applications / 4 more have come in for 2025 Ages 26- 85  |

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| **2024 SERVICE PROVIDERS OVERVIEW** 12 New Service Providers * Anderson Family Chiropractic
* Beyond Massage
* Bodinuity
* Fort Collins Five Element Acupuncture
* Hippy Dippy Wellness
* Jordan Schultz Coaching
* Know Me Nutrition
* Life Touch Oncology
* Magique Boutique
* Re- Story Counseling
* The Crowded Bookshelf
* Wholeness Center
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| **AMBASSADOR UPDATES FOR GALA** * All fittings at Macy’s are scheduled
* All bios and escort info sent to The Creative Agency for the program
* Information sent to all ambassadors with instructions for dress rehearsal and day of gala info.
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| **ON THE HORIZON FOR 2025** * Refine application to be more user friendly
* Create spreadsheet timeline for service providers to coincide with the date they became a service provider rather than a yearly renewal for all at the same time.
* Encourage providers to develop interesting and useful descriptions
* Encourage more community interest in learning about the program through appointments
* Continue to solicit surveys and work with Jahna to use them in marketing
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**EXECUTIVE DIRECTOR ELISE CARVER REPORT**

1. See report for more info; almost all gala related

**GALA**

1. Will get rough draft of video on Friday for edits-hoping for around 10 mins
2. All vols should have name tags
3. Need to try to capture credit card info
4. Volunteer Travis will oversee sequence, AV, overall flow, etc.
5. Friday before starts at 10:00am
6. Go through posters in office to see what Mark needs to print; and how many easels
7. Possible raffle item….2 year car lease from Nissan-Mark will follow up
8. Decorations committee meeting next week
9. Need more silent auction items
10. Need more bottles for wine pull
11. Live auction: Need live auction descriptions for program, Powerpoint
	1. Wheelbarrow with alcohol
	2. Two jewelry items from Sathers: white gold hoop earrings, $2,500; 2.13carat necklace worth $2,000
	3. John Atencio Precious Diamond Heart necklace, $1,495
	4. French dinner/wine tasting at Lydia’s
	5. Helicopter adventure weekend??
	6. Spruce up home: $1,500 Light Center cert and $3,000 rug; landscape package at $3,000; Forma Furniture; Rebecca Windsor furniture? (Jahna), others like plumbers, carpet
	7. Palisade wine experience: $3,000
	8. Home in Florida
12. Schedule:
	1. Will allow time for socializing and eating first this year
	2. Silent auction will close earlier and will be better for us to prepare
	3. Paddle raise is before live auction, so that buys us more time
	4. Lydia will send to band, Terje
	5. Elise will send sponsors to Lydia

**Next Board Meeting is on February 19th, 2025 at Jahna’s office. NOTE: One Wednesday later**