

Indian River County Healthy Start Coalition
Board of Directors Monthly Meeting
Date: January 25, 2021

Members present: Karen Campbell, Audrey Richards, Lee Curry, Karan Morein, Alan Temple, Allen Jones, Sharon Packard, and Frida Randolfi

Others present: Andrea Berry, Chief Executive Officer, Elisabeth Bublitz, Associate Executive Director, Chloe Rose, Communication and Development Coordinator, Lisa Barnes, and Karen Franke

Meeting Called to order at 4:16 pm.

- I. Approval of Minutes: November 2020 Board Meeting and Annual Board Retreat Meeting Minutes
 - a. Revisions made to edit EIDL and SBA loan information and add a 0 to 1,620,680,72.

A motion to approve the November 2020 Board Meeting and Annual Board Retreat Meeting Minutes with amendments made by Alan Temple and Lee Curry seconded the motion. Motion passed unanimously.

- II. Financial Statements, December 2020
 - a. CEO and Charlene Curry answered questions related to the Financial Statements. The Coalition Balance Sheet, Profit and Loss, and Properties Financials. Coalition total assets are \$1,875,623.45.
 - b. Cash Position: Due to the cancelation of DWVS the accountant put together this profit and loss prediction for the remainder of the 2020-2021 fiscal year. IRCHSC will end the year with a loss of \$2,852.09. With reserves from previous successful years of DWVS, IRCHSC is able to get through both 2019-2020 and 2020-2021 with a small loss. However, for the 2021-2022, budget IRCHSC will need to decrease expenditures and find an increase in revenue.

A motion to approve the December 2020 finances was made by Frida Randolfi, and Allen Jones seconded the motion. Motion passed unanimously.

- III. Monitoring and Evaluation: Board of Directors
 - a. After review, a request to the Board was made to provide at least two names of potential board members to the Governance Committee annually.

- IV. Committee Reports
 - a. Governance Board Recruitment and Renewal
 - i. **Action Item:** Please provide Alan Temple with all commitment forms. Forms will be emailed by Alan Temple.
 - ii. Katy Faires board term has come to an end. We will miss her dearly!
 - iii. Two active spots to fill; please provide the name of potential members.
 - iv. The Charters (Finance, Governance, and Philanthropy) have been reviewed and revised.

A motion to approve the Governance Committee Charter with amendments made by Audrey Richards and Karen Campbell seconded the motion. Motion passed unanimously.

- b. Philanthropy – Presented by Chloe Rose, The Upswing
 - i. Filmed a series of 25+ educational and informative videos with Verola Media featuring Kristen, Maria, Keandra, and Christina of Madison’s Miracles.
 - 1. It will be live on the website by mid-February via member log-in.
 - 2. We will be rolling out a social media campaign around this.
 - ii. Social Media
 - 1. Greatly increased social media presence since June, with major push beginning in September.
 - 2. Actively plan social media content two weeks in advance for 5 posts/ weekly on Instagram and Facebook.
 - iii. Email Marketing
 - 1. Implemented quarterly newsletters.
 - 2. Made connections, get updates and client stories.
 - iv. Fundraising
 - 1. Cleaned up our donor database
 - 2. Did a test mailing to review
 - v. AAA list
 - 1. Updated Cases for Support but ultimately used the FIMR to drive philanthropy goals.
 - vi. Recurring Giving Campaign was created by RT but is out there, and our default setting on our general donation page is to be recurring as well.
 - 1. Formed Philanthropy Committee.
 - vii. v. Baby Talk Events
 - 1. Review of baby talks previously, what we learned, and what we are hoping to move forward with.
 - 2. Next Baby Talk to be held February 12, 2021 by Karen Campbell and Karan Morein.
 - viii. EOY Mailing Campaign
 - 1. So far have raised \$14,175 by strategizing, designing, in house and mailing locally.
 - 2. 2019 EOY appeal raised \$2,775 by using an agency.
 - 3. Currently planning for Mother’s Day Mailing.
 - 4. Suggestion of staggering personal letter and developing a follow up process. **Action Item:** Send list to BOD members on a more frequently (Quarterly).
 - ix. DWVS
 - 1. 10 Star Dancers began fundraising at the end of 2019
 - 2. COVID-19 forced us to postpone, and now based on parameters from the virus, Riverside Theatre, and recommendations from our committee, the best move forward is to cancel.
 - 3. Current total fundraised: \$269,565.56.
 - 4. Current total sponsorships paid: \$88,000.
 - 5. Current total committed: \$48,300.

- c. Finance
 - i. Review of highlighted policy updates in regards to the Finance Policy and Operations Manual
 - ii. Cash position discussed during the finance committee updates

A motion to approve the Finance Policy and Operations Manual made by Frida Randolfi and Alan Temple seconded the motion. Motion passed unanimously.

A motion to approve the 2019-2020 IRCHSC 990 made by Lee Curry and Frida Randolfi seconded the motion. Motion passed unanimously.

V. Fetal and Infant Mortality Report

- a. The presentation was provided by Andrea Berry. Feedback provided by the Board and meeting attendees.

A motion was made by Lee Curry to adjourn. Alan Temple seconded the motion. The motion passed unanimously.

Meeting adjourned at 6:04 pm.

Respectfully submitted,

Karan Morein