



Indian River County Healthy Start Coalition

Board of Directors Monthly Meeting

Date: January 24, 2022

Meeting: Indian River County Healthy Start Coalition Offices, 1555 Indian River Blvd, Suite B241, Vero Beach, FL

Members Present: Karen Campbell, Lee Curry, Angie Radock, Frida Randolfi, Dr. Audrey Richards, Alan Temple, Kyle Thurn, Karan Morein

Others Present: Andrea Berry, CEO, Autumn Schneider, Assoc Director, Christina Cassell, Development Manager

Not Present: Allen Jones

Welcome and Call to Order. The meeting was called to order by Karen Campbell at 4:15 PM

- I. Approval of minutes: December 2021 meeting minutes (attached). A motion to approve the minutes with corrections was made by Lee Curry. Audrey Richards seconded the motion. The motion passed unanimously.
- II. Financial Statements: December 2021 and Year to Date Financial Statements are reviewed. Form 990 Form reviewed with corrections. 2 items need clarification. (all are attached, with explanation of major points).
 - a. A motion to approve the December Financials was made by Frida Randolfi. Karen Campbell seconded the motion. The motion passed unanimously.
 - b. A motion to approve Form 990, subject to clarification of 2 items being adequately explained to board treasurer was made by Lee Curry. Frida Randolfi seconded the motion. The motion passed unanimously.
- III. Dashboard: Philanthropy and Communications
 - a. Christina Cassell, Development Manager introduction
 - b. Monitoring and Evaluation Dashboard: Communication and Development – (attached). We have met goals for major donors, board participation in giving. We have completed 1 of 2 mailing campaigns. We have a 61% donor retention rate. Details of the end of the year, with Mother's Day Garden of Love is being finalized.
 - c. Discussed baby talks, Board role and follow through in extending thanks for donations
- IV. Governance:
 - a. Karen Campbell is up for 2nd 3 year term on the board. A motion to reelect Karen Campbell to a second term was made by Lee Curry. Audrey Richards seconded the motion. The motion passed.
 - b. Orientation Checklist and Updating Governance Committee Charters are being updated
- V. Data and Sustainability request
 - a. Evaluated Salesforce – will set up csv file and map from the different data systems.
 - b. Screened – time spent (Jan 2022 – 93 hours- in a year, > \$30,000 cost for extracting data)
 - c. Initial Salesforce - build out – save approx. \$20,000, after year 1, that savings would increase.
 - d. Salesforce – would also be hub for philanthropy.
 - e. Updates constantly
 - f. Prolocity estimated build out at 3 months however the coalition timeline 6 months – 9 months to build. Initial ask was \$97,950, Community foundation covered \$50,000. Coalition is asking for the balance of \$47,950. Got 10 licenses donated through a grant with Salesforce, at \$2100 per license. These licenses are donated for the life of Salesforce.
 - g. Will be able to eliminate monthly fees for Clear Impact and Network for Good – annually savings of \$3800
 - h. Annually for Salesforce - \$14,000
 - i. Karen Campbell made a motion to approve expenditure of \$47,950 of coalition funds to cover the balance of Sales Force platform and license. Lee Curry seconded. The motion passed.

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- VI. Grow/ SEED Community Doula Model licensing agreement to Florida Association of Healthy Start Coalition.
 - a. Manual Created, outcomes, requirements and steps for accomplishing.
 - b. State FHSC wants to adopt our program with technical support from our staff (CEO) CEO and President of the board will enter negotiations to license the manual and provide training, understanding the investment that has gone into developing our program. They will ensure that coalition programs continue to receive the attention required. The State is motivated to move ahead, so if an agreement can be arrived at, the Executive Committee of the Board will be informed before moving ahead.

- VII. Adjourn. A motion to adjourn was made by Audrey Richards, Karan Morein seconded the motion. The motion passed. The meeting was adjourned at 6:00 PM

Respectfully submitted,

Karan Morein

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