

Date: 4/3/20

Business Update

Covid has changed the trajectory of our business. Management and the Board came together to talk through options on how to adjust our strategy to be relevant and replace lost income.

Due to Covid we need to change how we plan to bring in funding for the rest of 2020 because...

- The Sensory Scouts program has been postponed
 - Kids play places have been shut down with an unknown reopening date
 - NHU has pushed their research class to the Fall session
 - Families are sheltering in place
- The capital campaign for the Brick-n-Mortar has been pushed to 2021
- The opening of the Brick-n-Mortar has been pushed to 2022
- Major fundraising has been put on hold until 2021

Proposals:

- Apply for relief/recovery grants
 - Apply for Federal PPP loan/grant - Even though we have seed money until January, the loss of income during 2020 will make it impossible to our doors open in 2021 without relief funding.
 - Research and apply for other relief grants where we fit the criteria.
- Launch a new program, Parent Coaching, as a response to Covid
 - Adam Tarnoff would resign from the board and join the company as a paid employee to run this program
 - Adam has a Masters degree in Learning Sciences and decades of experience on virtual learning, the thing parents are currently struggling most.
 - This would be a coaching program, not a therapy program
 - There are two ways this new program can bring in income:
 - We can charge a standard hourly rate
 - We will offer a reduced rate to parents who need it
 - We will apply for grants to provide this program to families in need

Voting

Proposal	Jen's Vote	Gabi's Vote	Adam's Vote	Notes
Apply for PPP	Yes	Yes	Yes	Jen will apply through current bank PNC
Start Parent Coaching Program	Yes	Yes	Abstain	This can start immediately.
Hire Adam full-time	Yes	Yes	Abstain	Adam will retain board duties until we are able to fill his position so we can remain compliant with 3 board members, but we

				will actively recruit new board members starting immediately.
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6/12/20

Business Update

Since the last meeting the management team has been working hard on transitioning company goals/programs/income due to Covid.

- A virtual list of learning resources has been added to the website and is being promoted on social media platforms.
- The parent program infrastructure is being built on the website: www.twentyonesenses.org/parent-coaching
- Adam Tarnoff was hired to a full-time position starting 4/10/20
- The PPP was applied for and received. The management team will apply for the loan forgiveness portion when the portal opens.

New Business

Several candidates for Board Members have been approached and interviewed. The list below represents the people that have expressed an interest in joining the board and agreed to the commitment levels expected for their individual expertise.

Candidate	Role	Jen's Vote	Gabi's Vote	Adam's Vote	Notes
John Mawer	Technology Advisor	Yes	Yes	Yes	Jen worked with John at Pearson. He was the Global Learning Services System Architect. Meeting with John has been conducted. We are waiting on a response.
Wendy Scofiled	Parent Advisor	Yes	Yes	Yes	Parent of a special needs child who also goes to The Cove School, same as Jen's daughter. Wendy has accepted the position.
Peg Bradley	Business Advisor	Yes	Yes	Yes	Senior VP at Northern Trust. Has been volunteering with Jen through church for many years. Peggy is interested. A meeting is being set to introduce her to the company and our expectations
Jeff Story	North Chicago Networking Advisor	Yes	Yes	Yes	Jeff approached Jen during an exchange about a donation for their children's school, Decatur Classical's gala. He has volunteered for another NFP for special needs kids, Have Dreams in Evanston. That commitment has wrapped up and he is looking to get involved with a new organization. 21S has accepted the offer

					from Jeff to join the board in a fundraising and networking capacity.
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We are really excited about bringing these new voices to the board of Twenty-One Senses.

Adam has resigned from the board but will help transition these new board members onto the team. We thank Adam for his service in getting the company up and running in it's first year! We're excited to see what can come from the parent coaching program he has been working very hard to put into place.