

Date: 12/28/20

Virtual Attendees: Jeff, Danielle, Wendy, Jen

Board Update

- We welcomed three new board members this quarter: Jeff (attorney), Wendy (special needs mom), John (technical expert)
- Progress on Board Proposals from last meeting
 - PPP loan was approved by PNC bank in May for \$54,800 (just alerted about forgiveness process)
 - Parent Coaching launched
 - Infrastructure built
 - Staff Hired
 - Successful pilot (participant satisfaction and partner interest)
 - Unsuccessful revenue generating program
- Hibernation Planning
 - Focus will be on supporting the new memberships area
 - Removing focus from coaching
 - Grant applications will continue
 - FTEs furloughed Q1 - notified in December - will be reevaluated each quarter
 - Runway for basic operations through October
- Business Update
 - Q4 State of the Company Review

Ideas from the meeting

- Topic centered / individualized plans - memorandums
 - What could you do? Fee based guides
- Monetize small pieces of content, getting people
- Special events - with professionals
- Special needs alliance - might be a good model to look at how the attract people via the web.
- Membership to a listserv - access to materials that people share
- Bringing specialists to the community
- Videos for dos and don'ts, what it looks like when you are doing it the wrong way, what it looks like when you did it the right way

Compliance Check In

Technically these are not set yet since we have not finished the policy document. This is a quick hit list of some basics that will be a part of any final policy document.

Compliance Item	In Compliance	Notes
Do not engage in any illegal activities	yes	Yep, didn't do that

Do not break conflict of interest	yes	Careful notes and compliance checks were done for the handling of the Puccini Family Trust loan revision and forgiveness.
Treat team members respectfully	yes	Team members have been fully informed well ahead of time about hibernation. The company started paying into unemployment insurance even though we were not required to when we saw hibernation as a possibility.
Handle Finances responsibly	yes	Planning a new budget structure and company working model was created as soon as we realized Covid and the economic crisis were going to last longer than a couple of months.
Align all company activities with mission	yes	We are looking to start an online store to sell the physical products originally purchased for the brick and mortar.

Proposals

- Approve 2021 Company Goals
- Approve 2021 Budget
- Update PNC signatures
- Board Officers Vote
- Create a 2021 Quarterly Board Meeting Plan
- Finanize/simplify policy document

Proposed Goals

Goal	2020 Status	2021 Goal	2021 Description
Build Board Practices	Many documents were built but not finalized and implement	Implement Board Best Practices	Finalize all documents, vote on them and implement into practice. Increase board engagement.

Establish Partnerships	Completed for 2020 starter partnerships with- UNH, Cove, Decatur and Family Matters	Establish Partnerships	Continue existing partnerships and establish new partnerships with other like minded NFPs and organizations
Income Generation	Unmet goal due to Economy and Covid-19 Crisis	Operations Income Generation	Establish income to cover operating costs and avoid business shutdown in 2021.
(income continued..)		Create 21S Rebuild Plan	Establish a roadmap for the company recovery post economic crisis. Including increasing revenue goals past basic operating expenses and reenergizing original community programs.
Establish Organic Traffic	Met for launch year, continually needs improvement.	Improve Organic Traffic	Increase traffic and convert into repeat traffic.
Launch Capital Campaign	Suspended indefinitely due to Covid-19 and Economy crisis.	No carry over expected. We need to prop up the existing business first.	

	Jen's Vote	Gabi's Vote	Jeff's Vote	John's Vote	Wendy's Vote	Notes
Goals Vote	yes		yes	yes	yes	Vermont moving tackling food in facilities - might have a sensory connection - farm to table - look into how this might connect (Jeff willing to research)

Proposed Budget

Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
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Beginning Bank Balance	38970	38909	29662	19203	12637	12863	13371	12800	9439	3798	762	400
Income	21578	250	0	0	5250	5000	5000	2250	0	5000	0	0
PML Deposit	21578	0	0	0	0	0	0	0	0	0	0	0
Reserves	0	0	0	0	5000	5000	5000	2000	0	5000	0	0
Grants	0	250	0	0	250	0	0	250	0	0	0	0
Expenses	21639	9497	10460	6565	5024	4492	5571	5611	5641	8036	362	292
Salary	18115	7815	7815	5280	3520	3520	4590	4590	4590	6885	0	0
21S Taxes	2307	961	961	645	430	430	540	540	540	809	0	0
Discretionary Expenses	400	400	400	300	300	300	200	200	200	100	50	50
Committed Expenses	317	321	784	341	775	242	242	282	312	242	312	242
Contractors	500	0	500	0	0	0	0	0	0	0	0	0
EoM Balance	38909	29662	19203	12637	12863	13371	12800	9439	3798	762	400	108

	Jen's Vote	Gabi's Vote	Jeff's Vote	John's Vote	Wendy's Vote	Notes
Budget Vote	yes		yes	yes	yes	

PNC Signature Update

Currently Gabi and Jen are the approved signatures on our PNC bank account. Since Covid and the Economy crash, Gabi has been unable to take an active role in the company. It's being proposed that Gabi be removed as a signature from the company bank account until she can become active in the company again. Jen has confirmed with our PNC Business Manager that we do not need a second signature on the account. However, for business continuity purposes we think it is wise to have two signatures. It is proposed that Danielle Heaton, Director of Operations and Programs be put on the account as the second signer.

	Jen's Vote	Gabi's Vote	Jeff's Vote	John's Vote	Wendy's Vote	Notes
PNC Signature Vote	yes		yes	yes	yes	

Board Officers Vote

Our bylaws state that officers need to be elected every year. Any board member may run for seat. The 2020 Officers were as follows:

President : Jen Puccini

Vice President: Gabi Rozborska

Treasurer: Jen Puccini

Secretary: Gabi Rozborska

2021 Board Officers	Jen's Vote	Gabi's Vote	Jeff's Vote	John's Vote	Wendy's Vote	Notes
President - Jen P	yes		yes	yes	yes	
Vice President - Gabi R	yes		yes	yes	yes	
Secretary - Gabo R	yes		yes	yes	yes	
Treasurer - Jen P	yes		yes	yes	yes	

Quarterly Meetings

It's been proposed that we pre-set the quarterly meeting schedule, including basic agenda items.

Proposed we meet on the second Monday at the end of each quarter at 4pm CST.

2021 Proposed Board Meeting Dates:

- March 15 - 4pm CST
- June 14 - 4pm CST
- Sept 13 - 4pm CST
- Dec 13 - 4pm CST

Proposed Basic Agenda...

- Report Status on Open Board Proposals
- Submit/Vote on New Board Proposals
- Complete a Management Compliance Review
- Management Update on Company Goals

- Vote on Quarterly Budget Re-Forecasting

	Jen's Vote	Gabi's Vote	Jeff's Vote	John's Vote	Wendy's Vote	Notes
Quarterly Meetings	yes		yes	yes	yes	

Finalize Policy Document

We already have a Bylaws but we need a more detailed policy document completed. One has been started, but it is really in a notes taking stage. It needs to be completed. Adam and Jen can complete and bring it back to the board for review and adoption.

	Jen's Vote	Gabi's Vote	Jeff's Vote	John's Vote	Wendy's Vote	Notes
Policy Document	yes		yes	yes	yes	

Proposal Overview

Proposal	Pass/Fail	Notes
2021 Goals	Pass	
2021 Budget	Pass	
Update PNC Signatures	Pass	
Board Officer Elections	Pass	
Quarterly Meetings	Pass	
Finalize Policy Document	Pass	

Next Steps:

- Jen to send meeting notes to everyone - done
- Jen to solicit votes from missing board members - underway

- John voted by email on 12/29/20 - yes to all measures
- Jen to set up extra meetings for mission and program overviews - underway
- Danielle is setting up quarterly meeting invites with zoom attachments in the team calendar - done
- Jen and Adam to complete policy document for review at next meeting - underway
- Jen to look up Have Dreams program in Evanston

End of Board Meeting

Requests Outside Board Policy

(Programming Workshop - add half hour to meetings)

Anything past this point is not subject to board voting or oversight but done in the spirit of collaborations between the company and the board.

- Review member area when it launches?
- Company overview/deep dive on programs?

Jeff - learn more about the nature of what we are addressing and how we are helping, talk more about parallels - what wellness activities going on in Evanston could we connect to

Wendy - know more about what we are doing - catch up on programming