

PiELL Board Meeting Minutes April 26, 2017

Board Attendees: Christie Gillison, Judi Kreinick, Bev Stout, Nancy Guenther, Sherry Davey, Norema Strongin, Caitlin Jones, Alan Archer, Acacia Daniels, Louise Beesley, Annie Haymaker, Donna Cobb

Board Check-In Call to order: 2:45 p.m. following the Annual Meeting

Approval of April Minutes

The January 25, 2017 Board Minutes were presented. There being no corrections or additions to the minutes, a motion were made by Christie to accept the minutes as read with a second by Sherry. Minutes approved by unanimous vote.

Treasurer's Report

- Acacia presented the March 31, 2017 First Quarter Financial Statements. Board members received complete financial reports before our meeting.
- We had \$12,492.88 in our checking account as of March 31, 2017.
- Taking into account earned but outstanding eSCRIP receivables of \$193.72 and prepaid insurance of \$1,029.25, total current assets equal \$13,715.85. IRS and EDD taxes for the First Quarter reduce that nominally to \$13,141.85.
- Budget vs. Actual: Income for the First Quarter was projected to be \$2,104.21. Our actual was \$1,368.33. We are \$735.88 under budget due primarily to not being awarded several key grants.
- We budgeted \$3,993.91 for expenditures in the First Quarter, but spent \$4,251.73 resulting in us being \$257.82 over budget for spending.
- 2017 P&L Previous Year Comparison: "Total Income" is \$3,293.93 less than last year's First Quarter net income. Our "Total Expense" is \$258.14 more than last year's First Quarter total expense. This results in our "Net Ordinary Income" for the First Quarter being \$3,552.07 less than last year's.

Review of Action Items from 1/25/2017

- Judi discussed our Liability Insurance Policy with Bill DeCamp. Although Bill didn't obtain quotes from other insurance carriers, he is knowledgeable about the customary cost of liability insurance and is comfortable that the amount we pay is reasonable.
- Christie hasn't investigated when we will have an opportunity to change our Liability Insurance policies but will do this when she has time. Action Item: When time permits, Christie will find out if changing Liability Insurance policies is an option.

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- Christie emailed a copy of the summary of reasons tutors have left the PiELL program to the Board.
- Christie asked Becca whether her lesson plans could be made available to tutors who don't attend the training program but she said the handouts wouldn't be helpful because they aren't self explanatory and need the oral information she provides to be useful.
- Caitlin met with Bev to discuss her suggested website design and the resources available to put a new design into practice. Additional meetings will be required to work this out. Action Item: Caitlin will continue meeting with Bev to work on redesigning our website.
- Christie provided current information to David and Bev to update the information on our website regarding obtaining and using the Savemart market card has been corrected so all of the information presented about market cards is now accurate.
- Donna discussed how donors could make automatic monthly donations with B of A. It isn't possible to put a button on our website to arrange for this. Individuals who want to make automatic monthly donations could arrange this with their own banks. There are websites which will handle automatic donations for a fee. Some Board Members mentioned that they have seen the option of automatic monthly donations on the websites for other tax exempt organizations. Action Item: Judi will contact Habitat for Humanity and ask about how they are able to have an option for automatic monthly donations on their website. Action Item: Christie will check with Bank of America.
- Christie wrote a thank you to the Rotary Club and a separate letter asking whether Rotary has any grants available.
- Acacia and Christie met with Donna and were trained to perform her essential duties in case of a short-term emergency
- Norema has located all of PiELL's Minutes since its formation in August 2008. Printed copies are available at the PiELL office. The minutes for the prior organization, the Nevada County Literacy Counsel, however, are incomplete. Action Item: Norema will send another email to the Board with a copy of the summary she made of our Document Retention Policy to assist Board Members in sorting through other stored documents.
- Donna is working on preparing a list of computer resources available for ESL students. Action Item: Donna will finish preparing a list of computer resources available for ESL students.
- The Executive Board met and worked with Acacia to prepare the 2017 PiELL budget which is completed. Because of our reduced income the budget will include some reduction of expenses including reducing Donna's hours by 1 hour per week beginning May 1st.

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- Acacia has been in touch with the Fundraising Committee to plan a music fundraiser featuring Kris and Dominick Stepanian. Kris has indicated she could perform on the afternoon of Sunday, June 25th. Action Item: Acacia will continue to work with the Fundraising Committee to arrange the entertainment for this event.
- Alan met with Will Dane at the Open Book and discussed putting on more music events at that venue. Will is very interested in working with us on future musical events. During the conversation he volunteered to change the revenue split for future events to 80% for PiELL and 20% for the Open Book and also said he would consider giving a portion of his percentage to the musicians. For the previous event, the receipts were split 70% for PiELL and 30% for the open book. Alan asked him about his experience with open mic nights and Will said he already has an open mic event every Wednesday night. Action Item: Alan will contact Will and arrange for him to meet with the Fundraising Committee to plan the next music event at the Open Book.
- PiELL recently held a fundraiser at Smiley Guys. Christie has contacted Matteo's Pub to find out what options are available for fundraisers there, but has not received a reply. Action Item: Christie will continue to try to find out information about options for a fundraiser at Matteo's Pub.
- Judi will contact the owners of Mi Pueblo and Mayan Restaurants about the possibility of a PiELL fundraiser. Action Item: Judi will contact the owners of Mi Pueblo and Mayan Restaurants to find whether we could hold a fundraiser at of these locations.
- The Fundraising Committee has been meeting to plan a musical event featuring Kris and Dominick Stepanian. Caitlin will be reporting on the Committee's progress.
- Donna sent the Fundraising Committee a very helpful checklist of what we do to advertise events which will be very useful in planning the next music event.
- Acacia has notified the Board that the United Way Audit is not due this year. Normally, this audit would be conducted next year.
- Acacia filed the RFF-1 report.
- Nancy sent out the letter to tutors about the Board Election in February.
- Nancy sent out the letter to the Board about the Election in March.
- Donna is working on finding out the printing rates for 500-1000 brochures from the printer we use now and also from the House of Print and Copy. Action Item: Donna will find out the printing rates for 500-1000 brochures from the printer we use now and also from the House of Print and Copy

Old Business

- **AB-86 Update** - Bev reported that their recent activities they have been involved with recently are not directly relevant to PiELL so she has not attended.

- **Statements of Duties and Responsibilities of Officers and Key Committee Members** - Norema has obtained most of these. Action Item: Norema will hand out copies of the completed Statements of Duties and Responsibilities many at the next Board Meeting.
- **Community Resources** – Christie said she has been collecting information from tutors and other sources about community resources which might be helpful for some of our students. She and Norema have volunteered to gather this type of information, organize it into related topics such as: Income Taxes; Medical Care Issues; Issues involving children such as interacting with schools; domestic issues which might involve DVSAC; and legal issues such as finding an attorney or assistance with other legal issues such as rental disputes etc. Christie and Norema suggested that from time to time, we could send special emails to all tutors which would include attachments (in English and Spanish whenever possible) which the tutors could print and distribute to appropriate students who might find the information helpful. We don't want to dump all this information on all students. The idea is to make it available for tutors to provide to students when the tutor sees it would be helpful. The Board discussed the type of information which would be helpful and generally agreed that this was a valuable project which Christie and Norema should continue with. Judi mentioned that she knew someone who would translate materials into Spanish and would be happy to act as go-between for translations. Christie said she could send copies of the emails to the Executive Board before they are sent to the tutors. Action Item: Christie and Norema will work on preparing occasional tutor emails to provide the tutors with materials they can share with students who need to connect to various community resources.

Committee Reports

- **Student Intake/Outreach** – Nancy reported that contacts from potential students have really slowed down. The Intake Program has completed evaluations on 5 new students since the January Board of Directors meeting. Of these students, 1 is from Nepal, two are from Mexico, 1 is from Nicaragua and 1 is from Italy. The student from Italy is at level 4 and all of the rest of the new students are level 1 or 2.
- **New Tutor Training** - Judi reported that she had to cancel the next Tutor Training Session because there were only 2 tutors signed up and we have only 3 students waiting to be matched and no students waiting for Intake. If tutors cannot be matched with students soon after their training, they lose interest in the program. We need to increase our outreach to encourage new students to contact PiELL, especially our outreach to Spanish speakers.

There will be a tutor get together at Round Table Pizza in May.

- **Fundraising Events** – Caitlin reported that we are planning a Music Fundraiser in June which will feature Kris Stepanian and her son, Dominick. The Fundraising Committee has investigated using the Love Center for this event in order to

accommodate a larger crowd. The alternative would be to use the Open Book again which holds about 70-80 people. Kris has had several sold-out concerts at Off Broadway so if we use the smaller venue we may have to turn some people away at the door. However, the fixed costs associated with using the Love Center are quite high whereas when we use the Open Book we simply split the profits with the owner, Will Dane. That means that if we split the profits 70/30 as we did for the last concert, we will make more money using the Open Book than we would at the Love Center unless we have a crowd of over 80 people. Alan Archer has talked to Will Dane about doing a future event there and Will indicated he might change the profit split to 80/20 which would make it even more profitable to use the Open Book. The Board discussed the two venues and decided the event should take place at the Open Book. Kris Stepanian has indicated that she could perform on the afternoon of Sunday, June 25th, but we will have to check to see if the Open Book is available that day. The Board suggested that the tickets sell for a suggested donation of \$25 or we use a sliding scale like we did last time. If we provide Hindi Greenberg with a complimentary ticket she would probably attend and review the event in the Union which might attract more interest for our future performances.

- **Grant Updates** – Christie reported that PiELL received a grant of \$850 from the Soroptimists. Bev and Judi attended a program on April 20th where the grant was awarded along with grants to other local organizations. The funds for these grants are raised by the Soroptimists annual garden tour. Our grant requests for Bank of the West and the Bessie Minor Swift Foundation were rejected and the grant request we made to Dollar General is still pending. She hand delivered a letter to Staples asking for grant money and will submit a Grant Request to Save Mart the end of April. We submitted the grant to be a non-funded partner to United Way; however, because of the change of focus at United Way, we did not submit a grant request this year.
- **Community Outreach/Public Relations** – Caitlin said she and Christie did a 10 minute radio interview on the Rita Stevens Show about PiELL's program. It went very well and we could try to do another interview to publicize the next music event.
- **Library Update** – Louise said the Library Materials Evaluation Committee had spent \$586 to purchase a number of books for the library including reading books at various levels and new books for improving our curriculum. We shouldn't need to buy any more books this year.
- **Newsletter Planning** – Sherry reported that the Newsletter is ready to go. She tried to highlight the tutors and other volunteers so we get to know each other better. The Board discussed the possibility of including the names of all volunteers in the newsletter or at least the most critical ones like intake, new tutor training and Resource Tutors. Action Item: Sherry will organize the mailing of our newsletter in May.

- **Nominating Committee** – Nancy Guenther on the work of the nominating committee which was completed with the election of Board Members at the Annual Meeting today.

Calendar of Events Review

We went over PiELL's calendar for 2017 with an emphasis on what needs to be done in the coming three months.

- We will be folding the newsletter on Monday May 8th and Sherry, Bev, Christie and Nancy have volunteered to participate. We shouldn't need more volunteers.
- Bev is taking care of the preparations for the Pro Literacy Report. Action Item: Bev will send information to the tutors in June or July for completion of the Pro Literacy Report.
- Becca Schultz has volunteered to have the Tutor/Student Potluck at her house again this year. It will be held on a Sunday in September. Action Item: Christie will call Becca to set a date for the Potluck.

New Business

- **Board Picture** – We took pictures of the new Board and of our retiring Board Members, Judi and Nancy.
- **Update Committee list** – We reviewed the list of PiELL Working Committees. Alan, Christie and Norema should be added to the Fundraising Committee. Judi should be added as proofreaders for the Grant Writing Committee. Christie will chair the nominating committee and Caitlin Jones will join. We will remove Sherry and Judi from the Public relations committee. We will remove a backup person for Becca Schultz from the training committee. Annie volunteered to be added to the Website Maintenance and Content Committee. We are adding a new committee entitled "Outreach Brochure" which will have Christie as the chair with Judi and Sherry as members. The current Student Brochure committee will be renamed Spanish Student Brochure and will continue to consist of Nancy as Chair and Judi.
- **Tutor Survey** – Caitlin reported that we could use Google Drive to create surveys to send out to our tutors if we want to do this. The Board was interested in knowing about this tool which could be used in the future but decided there was no need for a survey at this time.
- **Social Media (Website revision)** - Caitlin has met with Bev to discuss redesigning our website. Action Item: Caitlin and Bev will continue working on redesigning the PiELL Website.
- **Newsletter volume/frequency/Fundraising Letter.** Christie discussed ways to cut costs with respect to our Newsletter without reducing the donations received from the Newsletter. She distributed a handout entitled "Contribution Review" which summarized the costs of mailing and printing the spring and fall newsletters

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and also the amount of contributions received from the Newsletters. We could trim the cost of sending out our newsletter by culling the distribution list to eliminate to potential donors who have not contributed in many years.

Another suggestion for increasing donations received from individuals and businesses is to send only one newsletter in the middle of the year and to send a letter soliciting donations before the yearend. The board discussed this and thought a letter might bring in more donations and we should try it. Acacia made a motion, seconded by Judi to send one newsletter and one donation letter out this year instead of two newsletters. The motion passed unanimously. It was decided to send the current newsletter to all 325 recipients, but to review the list before sending out the donation letter to see if the list can be reduced.

- **Brochure update/printing** - Christie asked for a volunteer to update the brochure and having none said she would update it. Action Item: Christie will work on updating the PiELL brochure.
- **Board Appreciation** – Christie expressed the heartfelt appreciation of the Board to our outgoing Board Members, Judi and Nancy for all the long years and many hours of hard work they have put in as PiELL Board Members and Officers. She presented them each with a card expressing our deep appreciation and a framed photograph of a beautiful old wooden door which signifies how they have opened doors for so many PiELL students during their many years of service.

There being no further business, the meeting was adjourned at 5:00 p.m.

Next Board of Directors meeting to be held July 26, 2017 at 2:30 PM at Margaritas Restaurant.

Respectfully Submitted,

Norema Strongin
Secretary