

NNA Board Meeting Minutes

September 14, 2020

Present: Michelle Weber, Sally Smith, Larry Griffin, Renee Girardin, Katie Birmingham, Marla Espeseth, Liz Hinard, Dave Tomke, Kevin Sullivan, Julie Han

Absent: Jim Nathan, Emily Friend, Caroline Malloy

Board Update:

Michelle Weber provided the board update:

- There are currently two open board spots. Each board member will reach out to at least one person to discuss these opportunities and move toward filling the open board seats.
- The Treasurer role for 2021 still needs to be filled as Larry Griffin will be moving off of the board this year. We need to get this role filled as soon as possible to assure a smooth transition. We may want to consider having other board member(s) as signatory if we can't get the Treasurer spot filled soon.
- Marla Espeseth will take on the Secretary role.

A recommendation was made that we review email statistics (opens and delivers) of NNA email communications at least quarterly during board meetings.

Treasurer's Report:

Larry Griffin provided an overview of NNA finances:

There is some good news in that we had a few donations in the previous 45 days in addition to a moderate amount of money from dues. If October donations come in as they have in past years, we could be in the black for the next six months. The board will continue to work to develop new funding avenues to address the significant dependence on one large donor. Wild Apricot has been moved to a monthly plan. We are able to use RingCentral through Katie Birmingham's account, so we can cancel the Zoom account.

Membership due paid via PayPal incur a significant fee. There are between 110 and 120 people paying via PayPal now. Recommendation made that we should approach this next year and start by emailing those currently paying by Paypal and request that they shift to direct payment with an explanation that an additional 30% of their membership would be available for initiatives if they did so.

Other Items of Business:

Advisory Board: Sally and Kevin had meetings with Advisory Board members and discussed a number of possible fundraising tactics. Discussion focused on virtual fundraising ideas and member engagement including ideas that would help support working parents. Also discussed were a matching campaign and and I Love NorthCenter email campaign. These campaigns could be leveraged now and in the future to help diversify funding sources. Next steps are to refine ideas, determine highest impact and prioritize into a formal plan. Another meeting will be scheduled with the Advisory Board shortly.

EVENTS:

Halloween Event: Liz and Gretchen will meet with Maeve Schoenbeck this week regarding a possible Halloween fundraiser. This event idea is still evolving. This might be a house decorating contest with some additional activity or structure and would be kid-centric.

October Speaker Event with State Representative Ann Williams - Renee and Dave are leading this event and Renee has created an introduction with details. Decision was made to have questions submitted via email.

Mask Up North Center - This effort has dragged due to associated cost. We need to determine how to raise money if we want to move the idea forward. Larry suggested shifting to a pre-order program. Selling the masks in local businesses was also discussed.

Member Engagement:

Katie and Renee developed a document outlining ideas for maintaining and growing membership as well as increasing awareness and revenue. We are currently around 307 members which is 25% growth in membership since January.

Action item: All board members to review the document that Katie and Renee put together and provide feedback within a week.

COMPASSION IN ACTION

Computers for Seniors - The committee is trying to get more equipment donations. Computers will be used as a part of an effort to help seniors connect via Zoom to decrease feelings of isolation.

Porch Drop Off Food Drive for Common Pantry - The food drive is seeing higher volume after a drop off over the summer. Additional publicity and the addition of flyer distribution seem to be aiding in increasing donations. Approximately 5,000 pounds of donated food has been collected in the last 6 months. An additional neighbor has agreed to be a donation location to increase coverage. There are now seven drop off porch locations across the neighborhood.

Committee Reports

Committee reports should be submitted a week prior to the upcoming board meeting.

Committee members should add links to committee documents with the updates. This will allow board members time to review in advance of the meeting.