

**4Cs Board of Directors Meeting
May 24, 2011
Minutes**

Board Members Present: Renee Whitlock-Hemsouvanh, Bob Sayers, Wendy Sewell, Jocelyn Chapman, David Wattell, Craig Schwartz, Urmila Shende and Christina Curry

Board Members Absent: Goretta Hamlin, Marcos Suarez, Jo McCormick, Ari Hauptman and Katie Pierce

Staff Present: Melanie Dodson, Tina Paige, and Mira Wonderwheel

1. The meeting informally started at 6:10 pm.
2. Personnel Nominating Committee
 - Nominations for officers
 - David Wattell is nominated for Treasurer
 - Secretary is open for nominations
 - Vice President is open for nominations
 - Please send nominations to Melanie (yourself or another board member) by June 14, 2014
 - Salary Survey
 - Board Recruitment
 - Jocelyn will join Personnel Nominating Committee
3. Official start at 6:20 pm. Mission statement read aloud.
4. Agenda – Motion to approve. **M/Wattell, S/Schwartz**, Unanimously approved.
5. Motion to approve March 2011 Minutes. **M/Sayers, S/Wattell, All approved with the exception of those who were absent, who abstained.**
6. Board Resolutions
 - Upstream Investments – **M/Schwartz, S/Shende, Unanimously approved.**
7. Santa Rosa Chamber Educators Breakfast
 - For the first time, preschool teachers will be recognized at the SR Chamber Annual Educators Breakfast in August. Two teachers from 4Cs and Headstart will be recognized and we would like to have purchase a table at the event. Each Board Member volunteered to donate \$24 towards the cost of the table.
8. Workgroup Reports from April Board Retreat

- Center Based Solutions/Melanie: Decided that this process needed more time to plan and prepare thoughtfully. Some areas of focus will be:
 - Donated maintenance and work from contractors.
 - Donated materials for classrooms.
 - Janitorial to go out to bid.
 - Community/business sponsorships for centers/agency.
 - Tuition based slots for children.
 - Update marketing.
 - Possible increase in hours centers are open.
- Retail-Web/David: Renee will join committee. Retail/store idea seemed too much for start-up. Web idea has some possibilities. Looking into business plan, price points, quality product, target population – targeting back-to-school or large holidays, becoming an Amazon.com affiliate site.
- Events/Bob: See attached Notes from Meeting on May 5, 2011.
- Sponsorship and Fundraising/Mira: See attached Notes.
- Consulting Services-Fee for Service/Melanie for Jim: In process – Looking into what 4Cs can market and sell.
- Next Steps:
 - Workgroups will continue as needed.
 - Events & Fundraising will be connected with Development Committee work and support from Board will be key to success.
 - Workgroups keep the full board in the loop – email information from group to the full board.

9. Finance Report, Katie Pierce/Melanie Dodson:

- Finance Committee met on 4/28/11 to carefully review and approve the FY 10/11 Revised Budget. Board needs to Motion to Ratify the FY 2010-11 Budget Revision **M/Wattell, S/Sayers, Unanimously approved.**
- Distributed Summary to financial reports period ending 3/31/11.
- Finance Committee met on 5/19/11 and discussed the following:
 - March Financial reports: 4Cs loss improved from \$(68,681) in February to \$(30,919 in March due to improved center earnings.
 - FY 09/10 Disallowed Admin & Support issue: with the support of the Finance Committee and our auditors, we are holding off on any action with this issue until the situation at the state settles.
 - CAPP Disenrollment: 4Cs received \$60,000 from CRC in Napa which means no more families will be disenrolled.
 - FY 11/12 Governor's May Revise: Child care cuts still the same at 15%. We still do not know about the 10% cut to SRR, which would be detrimental to the center programs.
- Next Finance Committee meeting is on 6/23/11 at 5:15 pm.

10. Development Committee Report, Bob Sayers:

- Human Race: Raised upwards of \$17,500!

- Upcoming Chamber events were discussed as well as the 4Cs C3 Celebration on June 27.

11. Executive Director Report, Melanie Dodson:

- There will be layoffs July 1st.
- WKJ will be closing; Melanie will speak with center staff directly.
- The other center that is slated for possible closure is Kirby in Santa Rosa.
- What happens in the State budget over the next few weeks will greatly impact the 4Cs budget.

Motion to adjourn meeting. M/Sayers, S/Sewell, unanimously approved and meeting adjourned at 8:15 p.m.

Sponsorship & Fundraising Strategies Work Group

Ari Hauptman, Mira Wonderwheel, Urmi Shende and Craig Schwartz

Notes from April 29 Meeting

Group reviewed the following ideas:

- **Tax initiative for child care in Sonoma County/Ballot Measure** - Seems long term, difficult and with no guarantee that 4Cs would be recipient of revenues - **Ari** will check with a friend who has worked on ballot initiatives
- **Target grants** - 4Cs (Mira) has applied for a \$2,000 early learners reading grant
- **Telethon QVC for Children** - No
- **Run across the County Police / Doctors / Nurse (Safety for Children)** - Like the idea, would need a committee or work group to determine financial benefits
- **Booth at Wednesday Night Market PR** - **Craig** will research - not necessarily a fundraising strategy - more of a marketing/outreach strategy
- **List of businesses our parents work at approach them for donations** - **Mira** will pull a new list to see if there are any locally owned businesses that may be worth approaching - note that a personal approach would be better than a blind letter.
- **How do we identify the big fish and introduce ourselves rather than just other non-profits? Wineries** - This is really one of the top & most important priorities. Introductions - talking about 4Cs - asking people what they are interested in and seeing if there is a fit with 4Cs. ***Building Connections & Relationships. **Ari** will talk with Carl Campbell to see about recommendations of people to talk to.
- **How do we find people who are good at / experienced w/fundraising?** Maybe do some work with Board and Staff to develop confidence in making the ask.
- **Joint fundraisers with other agencies** - We like this idea and it also poses some additional complications.
- **Rotary Connections** - importance of building relationships - annual crab feeds can have a live auction item that is a donation to one non-profit - how do we get 4Cs to be that non-profit? Relationships!
- **Kaiser** - 4Cs has received grants from Kaiser - we need to strengthen and build upon current relationships.
- **Business Sponsors/Relationships** - If we have an annual 4Cs event, could be a better way to have on-going sponsorship or the Premiere Sponsor ideas below. Also - are their groups or businesses that we should be asking that we've missed?
- **Children's Legacy Circle - next steps - Host planned giving seminar; breakfast w/lawyer or financial planner**
- **Agency Wide Annual Premiere Sponsorships** - Follow-up Note: Melanie & Mira met with Tom Duryea CEO of Summit State Bank and their marketing director, Elaina Hunt to discuss this idea. We would like to move forward with a clear and concise request for Naming Opportunities at centers &/or Annual Sponsorship Levels. **Mira** is working on a draft proposal.
- **United Way Employee/Employer Match Donations** - **Mira** make sure that 4Cs is listed as a non-profit that employees can select - we need to market this on web site and facebook etc.

- **Music Events** - moved to "Events" work group - **Urmi's** husband has a band, Symptomatics that could donate their time and raise funds for 4Cs.
- **Strengthen and market current strategies:** Children's Legacy Circle, Change 4 Children, Escript, United Way, large individual donations...
- **4Cs Alumni Association** - Instead of "membership" have "alumni" target families that have used 4Cs services.
- **Tom Swearingen Art** - **Craig's** friend will donate art for auction/raffle items or will sell some art and have the proceeds go to 4Cs.

Overall - my sense is that the key areas to move forward are developing the agency wide Premier Sponsor Package and identify local businesses to make personal proposals to. Move forward with the Symptomatics event. Strengthen and increase participation in current fundraising strategies.

EVENT WORKGROUP
Bob (chair), Mira, Jo & Jonathan
Notes from Meeting on May 5, 2011

ACTION PLANNING

Events that fit the criteria:

- **Trike-a-thon** – Early Fall - September “Back to School” Fundraiser for centers. Mira is meeting with Lucy on May 26 and will bring ideas to Center Site Supervisor meetings to gauge interest.
- Continue **Human Race** Involvement – Spring
- Late Fall – November – **Champions 4 Children** Annual Agency Event – Recognize people in the community who are children’s advocates. Incorporate a key note speaker that will be a draw.
- **Dine & Donates** – like them, but they don’t bring in that much money. We like the Sizzling Tandoor style rather than Mary’s Pizza.
- Summer **Agency Kermes** –
 - Can incorporate Family Fair idea – Jump House, Petting Zoo, Storyteller...

Action Items:

- Jo will research Mall “Shop & Donate” or “Dine & Donate” idea
- Bob will research Sonoma County Fair idea
- Bob will research baseball concession stand idea

Events Reviewed

- **Movie night** – keep on back-burner if a good movie comes out – potential to raise \$2,000
- **Giants Night** – pass on this idea unless somebody else wants to take it on.
- **Mall dine and donate** – Bob will research
- **Champions for Children** Event / fundraiser – We want to move forward with this. Potential for Large business sponsorships.
- **Agency Kermes** – we would like to move forward with this and incorporate other ideas. Family friendly event.
- Family Fair event
 - \$1 jumpie house
 - \$1 petting zoo
- Performer (Jose Luis Orozco) Story teller
- **Trike-a-thon** – Mira is researching. Potential revenue of \$1,000 per center.
- **Child Care Provider Conference** – This is more of a program decision.
- Urmi’s Husband’s Band – Music Event Rio Nido Road House? **Symptomatics!** – Mira is working on this with Urmi, potential collaboration w/RCCS b/c of location of venue.

- **Dine & Donate Events**
 - Mary's Pizza Type - No
 - Sizzling Tandoor Type – Yes
 - Mira is researching Goji Kitchen for summer.
- **Sonoma County Fair** "sponsored night"
 - Game / event or booth
 - Something we charge for – Bob is researching
- **Concession stands at baseball**
- **League NASCAR** – take off list - no
- Speaker that will attract people (Marcos's Idea) Maybe combine w/Dine & Donate – incorporate w/Champions for Children.

Events	Time of Year	Income
Trike-a-thon - local at each center	Fall - September	\$1,000 per event
Champions 4 Children	Fall – November	\$6,000 - \$10,000 +
Sizzling Tandoor Dine & Donate	Winter – Early December	\$500
Human Race	Spring – May	\$16,000 +
Volunteer Recognition	Early Summer or Winter Jan-Feb?	n/a
Agency Kermes	Summer – Mid July or Early Aug	\$5,000 +
Symptomatics	Late June- early July?	\$1,500 (\$15 donation with 100 attendees)