**Village Connections**

**Board Meeting**

**Thursday, August 26th, 2021**

**6 PM**

**German Village Society Meeting Haus Scheurer Room**

President Kim Cowie called the meeting to order at 6:01 PM

**Members Present:** Carolyn Workman, Kim Cowie, Betty Garrett, Jim Plunkett, Fran Schneider, William Curlis, Pam Albrecht, and Ed Elberfeld.A quorum was present.

**Attending:** Donald Wiggins, Executive Director, Jillian Davis, Service & Communications Manager, and Jim Cowie.

***Approval of June 2021 Minutes***

Kim Cowie, President, presented the minutes of June 2021.

**MOTION:** Toapprove the minutes of the June Board of Trustees meeting.

[Elberfeld, Curlis]

Motion approved.

***August 2021 Financial Report***

Jim Plunkett presented the financial report for August 2021. He reports that current liquid assets total $158,473.00.

Jim noted that our expenses are greater this year than the previous year, but income has met those increases.

**MOTION**: To approve the financial report for August 2021 for audit.

[Curlis, Workman]

Motion approved.

**Committee Reports:**

***Marketing Committee Report***

Donald Wiggins presented the Marketing Committee report on behalf of Edna Menke. She reported that the Marketing Committee is changing the timeline of the Impact Report. It will be sent out in February so that we will be able to report a full fiscal year of statistics, donors, and events. Edna also noted that the format of the Impact Report is changing to reflect a more modern and updated look. Additionally, it will have more pages to accommodate an increased number of donors and business/community supporters. Donald will report the projected cost at the next meeting, but it will not be significantly different from previous years.

***Membership Committee Report***

Ed Elberfeld reported that we have a total of 231 members, including 3 new service-receiving members. Ed is continuing to create promotional videos at the suggestion of NxGen, alongside the Marketing Committee. He has been gathering 20-second video testimonials from members and volunteers, some of which were used in the Give65 Campaign.

Ed reported that he has also been working on a 2-minute video about Village Connections for the Franklin County Office on Aging. This will be presented to the Franklin County Commissioners to show the efficient and exciting ways their funding for older adults is being used.

We currently have 42 service-receiving members, which is an increase. 12 scholarship members are reported in that number, which is a good representation of the neighborhoods we serve. The last several of these members have been from Merion Village. Donald Wiggins reported that he was informed on Tuesday, 8/24 that member Patricia Rockhold has passed away.

***Services Committee Report***

Kim Cowie deferred to the Service & Communications Managers report.

***Events Committee Report***

Donald Wiggins presented the Events Report on behalf of Ken Hunger. Everyone at this table has received invitations to ConnectionFest on September 25th. We haven’t received very many RSVPs at this point. Kim Cowie noted that we often have late RSVPs and that people may be waiting till September 1st to make a decision based on COVID-19 numbers. If we don’t receive a decent amount of RSVPs by September 1st, we will send out a reminder email.

Donald noted that this is simply a social function and is one of the benefits of social and service memberships. This is not a fundraiser and there are no tickets. We have more success raising donations via social memberships and Give65. Every year we try to do either a fall or holiday party.

Jim Plunkett brought up City Council President Shannon Hardin’s attendance at our most recent luncheon at Pecan Penny’s, put together by Senior Advocate Fran Ryan. Jim notes that Hardin had a great conversation with member Shirley Chavis and graciously paid for everyone’s lunch. Most of our folks attending were service members.

City Council is currently on recess, and Fran Ryan took Hardin to multiple Villages to see what organizations in Columbus are doing for seniors.

***Committee Updates on Strategic Plan***

Committee Chairs will share their reports at our next Board Meeting on October 28th.

***President’s Report***

Kim Cowie reported that we have been invited to apply to a yearlong Capstone Project through the University of Dayton. The project is for college seniors studying Systems Management and Information Management. Kim submitted a proposal where students would identify an information management system that would be customized for Village Connections and allow us to capture all of our data in one place. The only agreement on our end would be compensation for mileage and food for the student(s). Our proposal is currently under review. Kim can email the proposal to anyone interested.

***Executive Director’s Report***

Donald deferred the NxGen update to the Service & Communications Manager’s Report.

Donald reported that the Give65 Event was extremely successful. We achieved a 9% increase from last year to this year. He reported fewer donors this year than last year. This is due to our efforts to receive a bonus last year based on unique number of donors and encouraging donors to split their donations up under different email addresses.

This year, we received a $5,000 match and a $160 match above and beyond that. We netted a total of $22,000 raised with a 92% return on the dollar for each dollar given. We ended up in the Top 10 out of 200 organizations participating.

We will participate in Giving Tuesday through the same organization at the end of November, coinciding with our Annual Appeal. Donald reports he has secured a substantial donation that will be matched for Giving Tuesday.

Donald reported that COAAA Director Cindy Farson has approached us about a partnership with the Columbus Metropolitan Club. For 2022, they are looking to offer a series of Luncheons focused on aging initiatives. Donald is in contact with their Program Chair.

We are going to have a VISTA Partner this year. She will begin her yearlong position at the end of October. The VISTA Partner will report directly to the Service & Communications Manager and will be working on implementing NxGen recruitment recommendations and working with Committees.

***Service & Communications Manager Report***

Jillian reported that our most recent Luncheon at Pecan Penny’s was the largest to date, with 28 attending, including specials guests City Council President Shannon Hardin, COAAA Director Cindy Farson, and Senior Advocate Fran Ryan. She noteed that events are back in full swing, with an upcoming social at Mid City Garage on 9/1, brunch on 9/16, and lunch on 9/28. These are recurring events that happen at the same day/time each month.

She gave an update on our progress with NxGen. Following their recommendations, we have:

* Begun hosting a monthly social/educational Coffee Meet-Up at the Meeting Haus (the next one is on 9/7 at 10 AM)
* Created a referral list of general contractors
* Created a Hospitality Subcommittee of Services that will be making and delivering home-cooked meals once a month
* Ordered branded jar openers with our phone numbers
* Implemented new marketing that will convey the same message in more accessible language; this will inform our Impact Report and a new brochure

Jillian reported that she and Donald have a standing monthly lunch with sister Village At Home By High to share best practices and policies & procedures. This has resulted in a re-evaluation of our safety practices. We will be asking members about their preferences in case of emergency and verifying their emergency contacts each year upon their renewal.

***Old Business –*** None

***New Business –*** None

**Adjournment**

The business of the August 26, 2021 meeting of Village Connections having been concluded the meeting was adjourned at 7:13 PM.

Respectfully submitted,

William Curlis, Secretary

Attest: Kim Cowie, President

Jillian Davis, Recording Secretary