

**Village Connections
Board Meeting
Thursday, November 4, 2021
6 PM
German Village Society Meeting Haus Scheurer Room**

President Kim Cowie called the meeting to order at 6:00 PM.

Members Present: Carolyn Workman, Edna Menke, Fran Schneider, Pam Albrecht, Kim Cowie, Jim Plunkett, Ed Elberfeld, and William Curlis.

Attending: Donald Wiggins, Executive Director, Jillian Davis, Service & Communications Manager, Baaba Ampah, AmeriCorps VISTA Partner, and Jim Cowie.

Approval of August 2021 Minutes

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

MOTION: To approve the minutes of the August Board of Trustees meeting.
[Edna Menke, Ed Elberfeld]
Motion approved.

November 2021 Financial Report

Jim Plunkett presented the financial report for November 2021. He reported \$70,972.19 in cash and another \$76,572.63 in the stock market. He noted that expenses will continue to increase so we need to continue increasing revenue. Over the last two years we have raised around \$144,000.

Jim reported that we have received our fourth quarter FCOA funding. We have now received all the funding from FCOA for this year. Next year, funding from FCOA will increase by 2.1% .

MOTION: To approve the financial report for November 2021 for audit.
[Bill Curlis, Fran Schneider]
Motion approved.

Committee Reports:

Marketing Committee Report

Edna reported that the Marketing Committee has been busy working on the Impact Report. She reminded the group that starting this year, the Impact Report will cover an entire year. The Marketing Committee is taking a new direction this year with brand new images, graphics, and an exciting front cover. Edna thanked our volunteer graphic designer Michael Warner for the time he's spent on this project. The Marketing Committee will meet twice in the month of November, planning for the Impact Report to be ready to go to the printer by December, aside

from any final donors to add. Donald noted that there will be a soft ask on the back cover, encouraged by the Marketing Committee. He also noted that this year our Impact Report will be reporting from July of 2020 through the entire year of 2021. Next year we will have a clean start and be able to report the full calendar year of 2022. This change to a yearly report allows for better donor recognition. Our previous Impact Reports are available as digital versions on our website and the upcoming report will be available once it is printed.

Membership Committee Report

Ed reported 4 new regular members since our last board meeting. We currently have around 233 total members, 42 of which are regular members. At the last membership meeting, it was decided to set a goal of 10 new members for the year of 2022. These will be carefully considered alongside volunteer growth. As recommended by NxGen, we have begun promoting the membership fee as monthly (\$45 or \$65/month) rather than the yearly fee. Donald notes there is a small discount for a one-time payment v. monthly payments. Ed reported that we would be encouraging more members to pay via ACH (an automatic cash withdrawal from their bank account). He invited the board members to think about neighbors or friends that may be interested in joining as regular members.

Services Committee Report

Kim reported on the Hospitality subcommittees ongoing Supper Club. It has grown from 4 sign-ups the first month to 16 members signed up for November's Supper Club delivery. Kim noted that we currently have more volunteers willing to cook than members signing up, with meals planned through February. All resources used for Supper Club have been in-kind donations from volunteers. The subcommittee is being very thoughtful of accommodations for dietary restrictions and allergies. Starting in 2022, the Hospitality subcommittee is taking on a new initiative: delivering small cakes to service members from "Everything Bundt Cakes" on the business day closest to their birthday. Right now we send out cards.

For Thanksgiving, Village Connections will be having a meal at Valter's at 11:30 AM. An anonymous donor has generously offered to cover the cost of this meal for service receiving members. Luncheons and Social Hours have been very successful lately, with over 20 people attending our most recent one at Barcelona. Donald has also been successful with getting many of the local restaurants we've held events at to join as Business Partners, including Barcelona and the Old Mohawk.

NOTE: A holiday meal in December at Lindey's was discussed. This will not be being held, as there will instead be a field trip and lunch at the Franklin Park Conservatory (TBA).

Kim reported that while right now we are meeting volunteer requests for driving, we're barely doing it and need more volunteers. She asks that board members please reach out to friends and neighbors. There is a task and volunteer opportunity for everyone who has a desire to meet their neighbors. In December, Services will be distributing holiday bags to members.

Events Committee Report

Kim Cowie reported on behalf of Ken Hunger. The Events Committee has been thinking of activities we can do beyond our regular programming. Earlier this week, they organized a “Name That Tune” activity with the help of a new service-receiving member. With the help of our VISTA Partner Baaba Ampah, a field trip to the Franklin Park Conservatory is being planned for December.

President’s Report

Kim Cowie reported that she is currently working with Jim Cowie on our 2022 grant for FCOA. This is a renewal grant and there will be a 2.1% increase for next year. Kim reported that she is basing her research for the 2022 grant on AARP’s “6 Pillars of Brain Health.” She noted that each year, Village Connections must cite a new research study and present new or enhanced initiatives. Kim also reported that we have completed our capstone project with NxGen and have been invited back to apply for another project with them for next year. She is currently writing the RFP. If accepted, Jillian and Baaba will be taking the lead on this project with support from our Committees.

Kim also re-emphasized her plea for volunteers in her Services Committee report. She noted that we are at a tipping point growth-wise: If we don’t build our volunteer base, we won’t be able to continue delivering the same level of services we currently provide.

Executive Director’s Report

Donald Wiggins reported a successful completion of our capstone project with NxGen resulting in great new marketing strategies we have begun implementing. He reported that we are getting ready to campaign for Giving Tuesday on November 30th with the Home Instead Charities Give65 program for the second year in a row. Giving Tuesday is a National Day of giving and by participating in it with Home Instead we are able to get matching dollars. Last year, we raised \$16,000 during the campaign. This year, Donald reported he has set a goal of \$20,000. Last year during giving season, between our annual appeal and Giving Tuesday we raised a total of \$31,000 in a little over a month. Donald provided the board with a copy of this year’s annual appeal letter, using findings from AARP’s “6 Pillars of Brain Health.” This year, Donald will be asking for a minimum donation of \$65, up from \$50 last year. This proved to be a very successful tactic last year.

Donald noted that 2021 has been our biggest year of growth in membership yet (including business partners, social members, and service receiving members).

Donald reported that for our promotional video for the Franklin County Office on Aging (FCOA), his friend and former news anchor Pastor Jerry Revish did a voiceover for the organization at no cost. To thank him, Donald asked that board members consider donating \$15-\$20 to Village Connections to cover the cost of Thanksgiving turkeys for families in need at Pastor Revish’s church.

Donald reminded the board that at the February meeting he would be asking that board members sign updated conflict of interest and confidentiality policies. Kim reminded board members of the importance of not discussing member business disclosed in confidence during services in public settings. Any concerns should only be communicated to staff or at Services Committee meetings.

Service & Communications Manager Report

Jillian Davis reported on the success of the volunteer appreciation event on October 7th. She reported a good turnout and thanked board member Brenda Gischel for hosting. She noted that the volunteers who attended received Winans gift cards as thank-yous for their volunteer work. She and Baaba will be working with the Services Committee to plan more volunteer events and activities and increase communication.

Jillian reported that she has been working with members and volunteers to reinforce Village Connections' mission of being member-driven. She is working with volunteer James Craig to engage younger volunteers who work 9-5 and member Tiny Hall on programming for members. Jillian also reported on ongoing social media efforts and encouraged board members to engage with Village Connections on social media if they aren't already. She noted that efforts would be increasing to support the Giving Tuesday campaign. She also noted that over the past three months alone, she has seen a huge increase in social media engagements, spiking when we posted about our August Luncheon, which City Council President Hardin attended.

Old Business – None

New Business

Our 2021-2022 AmeriCorps VISTA Partner Baaba Ampah will begin providing VISTA reports during board meetings in February.

Our next meeting on December 9th will be abbreviated with a holiday celebration.

Adjournment

The business of the November 4, 2021 meeting of Village Connections having been concluded the meeting was adjourned at 7:29 PM.

Respectfully submitted,

William Curlis, Secretary

Attest: Kim Cowie, President
Jillian Davis, Recording Secretary