

**Village Connections
Board Meeting
April 27, 2023**

**6:00 PM
German Village Society Meeting Haus Scheurer Room**

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

Members Present: Kim Cowie, Jim Plunkett, Betty Garrett, Brenda Gischel, Bill Curlis, Carolyn Workman, Cindy Farson, Kathryn Brod, Sarah Lutz, Fran Schneider, Ed Elberfeld, Bill Reynolds, Jenny Brehm. A quorum was present.

Attending: Donald Wiggins, Executive Director, Nikki McFadden, Service & Communications Manager, and Barb Elberfeld.

Kim Cowie, President, announced that she and Jim will be moving to North Carolina and will not be seeking reelection to the board.

Approval of February 2023 Minutes

Secretary Bill Curlis, Secretary, presented the minutes of February 2023 and moved to approve. Brenda Gischel noted a correction to the charcuterie event. The event is occurring in September, not August.

MOTION: To approve the corrected minutes of the February 2023 Board of Trustees meeting.
[Curlis, Schneider]
Motion approved.

April 2023 Financial Report

Board Members were given copies of the April 2023 financial report. Jim Plunkett, Treasurer, asked if anyone had any questions. He said that the organization is going to be experiencing a change in funding streams over the course of the year. The City of Columbus did not renew its grant this year. Franklin County Office on Aging is unlikely to renew its grant next year. Home Instead Charities is closing at the end of this year.

Bill Reynolds reported that he is setting up a QuickBooks account for the organization. It is a cloud-based system with limited accounts that will have access to make changes, but unlimited users from a read-only perspective. He is working on putting it in place and is hopeful to have something in place for the next meeting.

Donald Wiggins said that we have recorded \$945 in Gift in Kind so far this year. Most of it is from the volunteers who provide supper club. Bill Reynolds explained that Gift in Kind has a net 0 impact on profit, so you recognize it as both revenue and cost. It's helpful to keep track of because it gives the organization a better sense of its true operating expenses.

Carolyn asked if transportation counts as a Gift in Kind. Kim said that the new system, Helpful Village, will help track mileage. The federal rate for mileage for charities is 14 cents. Kim believed that it would apply here as well.

Donald said that he tracks his mileage but doesn't turn it in for reimbursement in case the next Executive Director wants reimbursement. If our volunteers were unwilling to pay, we must know the true cost of our programming. Sarah said that from a marketing standpoint, it is important to know the mileage. Bill Curlis asked about who values the in-kind contribution and if we provide tax letters. Donald said that he writes the letter to say thank you for your gift that you value at \$X. The burden of proof is on the donor.

MOTION: To approve the financial reports for April 2023 for audit.
[Curlis, Gischel]
Motion approved.

Betty Garrett asked if we have a line item to track those who give in honor of another individual since there have been multiple occurrences. Kim said that this would be a good thing to track.

Committee Reports:

Marketing Committee Report

Sarah Lutz said that we also have cards with a QR code on them. Moving forward, the code will be on all marketing materials.

The next major marketing focus is the Give65 campaign. The committee discussed other ideas to help boost donations, including making sure local businesses are on our mailing list for Give65, giving information to businesses who host our social events, recurring giving, and reaching out to other villages with similar demographics for fundraising ideas.

Betty shared that she signed up for a virtual seminar and was going to see how it goes. Jenny is going to the same seminar but in person. They will let marketing know their thoughts about the event. It could be a good marketing idea for Village Connections to host seminars.

Membership Committee Report

Ed Elberfeld reported that the ratio of service hours provided by staff compared to volunteers in 2022 was 14%. During the first 1st 3 months of this year, the ratio was 7%. Year to date, the ratio was 6%. Ed said that a combination of new volunteers and increased engagement of current volunteers has decreased the ratio. Other factors include better volunteer management and a streamlined onboarding process. Ed said that to increase our membership, we need to grow our volunteer base.

Kathryn Brod is forming a member council and will be giving a report later in the meeting. Kim said that the member council will help Village Connections become more member-driven and inform other committees. Carolyn said that the concept of having a member council is the best practice.

Services Committee Report

Barb Elberfeld said that events are booked through July. Village Connections has had several new volunteers sign up. Barb said that meeting one-on-one has improved the onboarding processes.

We are switching databases from Club Express to Helpful Village. The new system allows volunteers to log in and see all the requests that fit their schedules and interests. It will give ownership back to the volunteers and help make them feel like they are more a part of the organization. Bill asked how the members' personal information will be protected in this new system. Their names and emails will be protected. Members will still have to contact the office to request a service. Betty said that she has experienced a similar system with other organizations and thinks volunteers will like it better than our current system.

Cindy Farson asked if members can request certain volunteers for their services. Donald said the short answer is no. There are instances where there are teams of volunteers to transport a member if they have regular appointments. Members can ask for volunteers with a large vehicle, for example, if they are going to the airport and have luggage. Kim said that we try to avoid it because the more people the members know, the more people they see at the grocery store or walking around, and the more connected they are.

Bill Reynolds asked if we do background checks on our volunteers. We have all new volunteers complete an online background check. There was a grant issued to the organization that currently has about \$2000 to pay for the background checks.

Hospitality Committee Report

Kim said that the Hospitality Committee is now chaired by Connie Seckel. She has exciting ideas for the committee and will make sure that everyone involved has an opportunity to cook.

Events Committee Report

Brenda Gischel said that the upcoming events are a charcuterie board social hour on September 6th and the Holiday Party on December 9th. Both will be held at the German Village Society Meeting Haus. More information will follow.

Member Council Report

Kathryn reported that the member council met for the first time last week to review the objectives. Their objectives include reviewing programming, the member satisfaction survey results, and volunteer data and considering opportunities to deepen member engagement. Going forward, the council will be predominately members, not board or staff members. Members want the freedom to speak openly. We will hopefully get some wonderful insight. Members will have a one-year term. In the first meeting, members discussed the most obvious ways to increase engagement.

Organizational Development Committee

- Board of Trustees with a term ending on 06-30-2023
- Kim Cowie
- William Curlis

- Scott Blake
- Ed Elberfeld
- William Reynolds

They will announce the slate of officers in May via email when nominations are finalized. Bill Curlis said that this is a reminder to those whose terms are ending. If anyone does not want to renew their term, please let Bill Curlis know. Officer terms are year to year, but board terms are 3 years.

President's Report

Kim said that she is moving to North Carolina and will not be seeking reelection.

Executive Director's Report

Donald said that are working with a group from Leadership Columbus. They are helping us promote volunteerism. The group will be working with the concept of giving two hours a month. This phrase helps set expectations for volunteers. They will be printing a flyer and will give us ideas on businesses to place the flyer.

The office received a letter from Shirley's attorney stating that her estate is in probate. Shirley named Village Connections as the major recipient of her estate. Village Connections meant that much to her. Carolyn asked if we would put what we receive in an endowment fund. Donald said that it is up to the board to decide what to do with it.

Home Instead Charities will be ceasing operations at the end of this fiscal year. Give65 is our last campaign with the organization. We will be running the annual appeal and Giving Tuesday campaign through the Columbus Foundation.

Service & Communications Manager Report

Nikki said that she has been focused on Village Connections' Social Media presence. In the past 90 days, we have reached almost 900 Facebook accounts, which is up 14% from the previous 90 days. Rachel from the German Village Society shared tips with her on posting to Instagram stories, as more people look at the stories than scroll through the posts.

Nikki said that next month, Jenny and she will be hosting 2 training sessions for Helpful Village for volunteers. Volunteers who have heard about the new system are excited about the change.

Village Connections has recorded 792 hours of service year to date. At the last meeting, the board requested that she report hours for the different driving categories. In March volunteers spent almost 33 hours transporting members to medical appointments, 33 hours transporting members to social events, and 13 hours transporting members to other nonmedical and shopping events. In April, the hours were 22 for medical appointments, 22 for social events, and 7.5 for other nonmedical and shopping events. Our members value our social events.

Old Business —

None

New Business —
none
Adjournment

MOTION: To adjourn.
[Curlis, Gischel]
Motion Approved.

The business of the April 27, 2023 meeting of Village Connections having been concluded the meeting was adjourned at 7:07 pm.

Respectfully submitted,

William Curlis, Secretary

Attest: Kim Cowie, President
Nikki McFadden, Recording Secretary

Next Meeting: June 22, 2023, 6:00 pm.