

Lifeline, Inc Board Meeting

January 16, 2013

CALL TO ORDER: Meeting called to order by Jeremy Iosue at 6:30 p.m.

PERSONAL MOMENT OF SILENCE

ROLL CALL/QUORUM DETERMINATION:

Present: Melissa Clayton, Anne Curwen, Jeremy Iosue, Erin Johnson, Bill Knapp, Stella Llamas, Rita McMahon, Pam Morse, Marlaina Tucci, Don Waytes, Sue Wittaker, Ed Zivkovich

Excused: Lori Adler, Kathleen Homyock, Joyce Taylor

Absent:

Guests: Alice Demeter, Ryan Olds, Kim Crites, Jessie Baginski

Staff: Carrie Dotson, Cate Hearn

Approval of Minutes:

- A motion to approve the minutes from the December 19th Board meeting was made by Rita McMahon, second by Michelle Herron. **Motion carried**

ADDITIONS OR AMENDMENTS TO THE AGENDA: None

PUBLIC COMMENT: Leadership Lake County members joined the meeting to present their 211 Lake County Marketing Plan. This is the project the group chose as their work throughout their 10-month enrollment in Leadership Lake County.

- As a first step, the group met with Carrie to learn about the history of the program and began to create cohesive plan to help more Lake County residents understand the purpose and value of 211 Lake County. The plan consists of ideas for advertising, speaking engagements and community outreach, social media, enhanced website, flyers, magnets, stickers, posters, billboards, college and local radio stations.
- Next, the group suggests we develop a volunteer group to help launch the plan. Our county has a great many sources for volunteers. Ideally, this step should be completed in three months.
- During the next six months, we can create promotional materials and implement at least one strategy from each of the categories they have set out for us.

The Board thanked the Leadership Lake County group for the time they took, not only to create the plan, but to come and speak with the Board about it.

COMMITTEE REPORTS:

Programs and Planning Committee:

- The Strategic Plan is in red folders. There are handouts that can go home with members or stay in the folders for future reference. The committee will be meeting soon to divide up the goals of the plan for each committee to work on.

Fundraising Committee:

- Carrie passed out thank you letters for the Board members to sign. These are for donations toward the Annual Campaign. We are still behind in our total donations for this year.
- March Mania: Carrie handed out forms outlining ways the Board can help with the event, which is less than two months away. Board members can sell sponsorships or corporate tables, come to the event and try to fill a table of friends or family, make auction donations, and/or sell raffle tickets. A sign-up sheet was passed around for Board members to sign up if they wanted to make auction donations and ticket packets were distributed to all members.

Human Resources Committee: No report

Finance Committee:

- Audit cost bid from James A George was shared with members. Cost will increase slightly because our budget has increased as a result of the addition of 211.
- After questions and discussion, Don Waytes made a motion to accept the bid from James A George as written; second by Pam Morse. **Motion carried.**

By-Laws and Membership Committee:

- Carrie is still in need of appointment letters from people she has already reminded. The lack of these letters can be a finding, as the state monitors for Board documentation.
- New Board agreements were passed out. By-Laws Committee asks that each member read them over carefully before signing.
- Board members can sign up now for new committees if they chose, or stay on the ones they were on last year. Each member must be on at least one committee.
- In the red folders, Carrie has provided a yellow sheet with various possible topics for Board trainings. She asks that everyone please vote on what topics they would like and write in other ideas.

Nominating Committee:

- New Officers: the nominating committee makes the following recommendations for officers for the year 2013:
 - President – Joyce Taylor
 - Vice President – Michelle Herron
 - Secretary – Marlaina Tucci
 - Treasurer – Pam Morse

- Motion to accept the slate of officers as proposed made by Joyce Bates; second by Stella Llamas.
Motion carried.

Finance Report:

- Carrie pointed out that for 2012 our total operating expenses were 82% of our total budget. The guideline is that we should be spending at least 80% of our budget on operating costs, 20% or less on administrative costs.

Director's Report:

- Carrie reminds the Board of the safety issue we had at the end of December. The client in question has returned to the building several times, each time without the paperwork he needed to finish his application. The staff has discussed that we do not have clear enough policies in place to prevent his return and to take necessary steps to keep the staff safe if a situation is questionable. Carrie has asked the staff for volunteers to serve on a Safety Committee. Many people volunteered to do this and plan to report their suggestions to Carrie and Cate within a month or two. These suggestions should be for the current building and situation as well as ideas for our new site.

Programs:

- VITA: Linda Tarach, our VITA coordinator, has been very ill and in the hospital for the past week or so. Michelle and Cate are trying to get things as organized as possible in her absence so she won't be overwhelmed on her return.

Old Business:

- Plans for the 40th Anniversary Celebration are under way. We will have a picnic on May 22 or 23. It looks like the venue will be Painesville Township Community Center. We will use this as a chance to recognize and thank donors, funders and volunteers, as well as past board members and staff. Board agreed that they are each willing to provide a dessert for the event; this will save the agency some money and make the event seem a little more personal.

New Business:

- Michelle Herron says she has someone who may be willing to create our new website!
- Pam Morse has been awarded Citizen of the Year by the Painesville Chamber of Commerce.
- Board asks that Carrie email the Strategic Plan out. This way they can all have an electronic version as well as the paper one.

Motion to adjourn: made by Pam Morse, second by Rita McMahon. Adjourned at 7:30 p.m.