



BOARD OF DIRECTORS MEETING

Monday, August 24th, 2020
 5 – 7:00pm
 Meeting Location: Virtual/Call In

AGENDA	TIME
• Call to Order (Chris Warner)	5:00p
• Welcome/Introductions (Chris Warner)	5:01p
• Approve Agenda (Chris Warner)	5:03p
• Approval of Minutes (Chris Warner)	5:04p
• Mission Moment (Linda Bryant)	5:05p
○ Spotlight:	
• Executive Directors Report (Linda Bryant)	5:15p
• Financial Report (Sara Nohner)	5:25p
• Advancement Report (Linda Bryant)	5:40p
• Program Report (Mark McNamer)	5:45p
• Committee Reports	5:50p
○ Strategic Planning Committee – Jennifer Stone	
○ Development Committee – Stephen Nash	
○ Nominations Committee – Sue Woodard	
• New Business (Chris Warner)	6:00p
• Action Item Recap (Chris Warner)	6:25p
• Adjourn to a Closed Meeting of Board Members (Chris Warner)	6:30p
• Board Meeting Adjourn (Chris Warner)	7:00p

Board of Directors Meeting Minutes: August 24, 2020

Present: Chris Warner, Chair; Stephen Spears, Vice Chair; Sarah Nohner, Treasurer; Sue Woodard, Jennifer Stone, Mark Nolen, Stephen Nash, Sheriff Stuart, Leanne Matchen, Anna VanRueden

Staff In attendance: Linda Bryant, Executive Director; Mark McNamer, Director of Programs; Julie Fliflet, Director of Finance and Administration; Kristin VanHeel, Marketing and Communications Director, Nikki Kalvin, Community Engagement and Events Specialist, Debby Layer, Volunteer.

Absent: Marina Bressler, Secretary, and Sean Haag

Approval of Agenda: Jen Stone, Stephen Spears

Approval of Minutes: Sheriff Stuart, Sarah Nohner

Mission Moment: hope's closet

Debby presented about how hope's closet came to be. She had wanted to open a resale boutique for a nonprofit. Her daughter Shanna knew Sue Woodard and the two discussed opening one for HOPE 4 Youth. Debby noted that it was all possible thanks to community help from the initial set up to daily operations; 58 volunteers.

- Sheriff Stuart said the volunteers are very friendly and it's an effective way to raise awareness and funds – his daughters shop there.
- Sue Woodard thanked Debby for her work; she loves shopping there.
- Debby thanked Kristin for her help with all the marketing and communications for the boutique.
- Nikki, Debby and Linda will plan on opening hope's closet soon. The biggest factor in opening is the volunteers and Nikki is calling to assess their willingness to come in.
- 12 Month Look Back – Net Sales \$91K, Expenses \$83K, Revenues \$8K, and average of 504 transactions per month.

Executive Report: Linda Bryant

- There have been several site visits (Pohlad, Schulz Foundation, Otto Bremer) – programming funding, not just general operations funding.
- There have been several meetings with Anoka County to discuss GRH funding of HOPE Place; a few follow up meetings.
- We're in the process of developing new scorecards; launching in October.
- Linda and Mark have been meeting with the Anoka Hennepin Schools homeless Liaison to discuss a future partnership. We're hoping to incorporate learnings from CIRCLE 4 HOPE and HOPE Homes in the schools.

- In the process of resurrecting the youth clinic at the Drop-In Center. Healthcare is a health disparity with homeless and it's a gap area in the services we provide.
- There was a significant drop in donations in July. There will be a focus on initiatives with advancement team to bring in more donations.
- The budgeting process is going well. We're budgeting cautiously. The budget will be brought to the Finance Committee and then to the Board
- HOPE 4 Youth Gala will be moved to Spring 2021.
- A Look Inside HOPE is being relooked at to fit the Benevon model; a COVID Benevon model.
- We're working on implementing new technology – GiveEffect – that tracks donors and volunteers. The goal is to be ready by October 1.
- All the committees are up and running again; Development, Strategic Planning, etc.
- Personnel Update
 - We hired a Director of Advancement, Julie Orlando. She has 24 years of development experience, most recently at Salvation Army North Division.
 - Four staff have left the organization, Andrea Kish-Bailey, John Stark, Daeona Griffin and Monica Alley. That's a 20% turnover rate. Linda does not take this lightly. She is spending the next few weeks figuring out how to retain talent; ensuring policies engage work-life balance. Exit interviews will be used to spot trends that the organization needs to move forward with.

Financial Report: Sarah Nohner

- There has been a decrease in donations due to Summer, COVID, but we're still close to our budget.
- She believes we will start to see impact of COVID going forward and COVID will probably affect donations for another year.
- Update on the \$90K of CARES Act income – we have not started official paperwork yet for forgiveness as the bank is not encouraging it. We're waiting on additional legislation that may allow us not to do paperwork.
- Overall YTD - \$30K above budget in income.
- Expenses: saving due to staff openings and not purchasing supplies for hope's closet.
- Programs: 80%
- Our cash flow is healthy as of now – 8 months.
- Budgeting timeline – the budget will be brought to board for approval next month.

Advancement: Linda

- The numbers on the scorecard speak for themselves.
- We should see an uptick in numbers over the next two months.

Program Report: Mark McNamer

- In July, there were 82 total visits to the Drop-In Center; 35 unique youth.
- Other youth serving organizations are seeing similar trends; youth are staying where they are at as there are fears around COVID and going to places where they may get it.

- There have been 15 connections through HOPE Homes in July.
- There is one opening at HOPE Place.
- We're working on written reports and looking at programs based on outcomes not output; utilizing the four federal outcomes; program mapping outcome.
- The October scorecard will look different in the new fiscal year.
- We're looking at how we market to youth. The summer numbers typically drop in Minnesota.
- We have expanded our Drop-In Center hours to 11 am – 7 pm.
- We're looking at our outreach, the YSN app, and other methods.

Strategic Planning Committee: Jen Stone

- Jen describes the committee as “The little engine that could” committee.
- Linda has partnered with Cheryl from Strategic Consulting to come up with a plan to move our strategic plan forward that will include focus groups with volunteers and key stakeholders (add in additional voices for those passionate about HOPE 4 Youth), talking to and engaging the board, and leading through a process to craft a three-year plan (good, better, best).
- Strategic Planning Committee reviewed the full proposal and the deliverables.
- The cost will be between \$9K-\$13K.
- Jen made a motion to use a third-party vendor for the strategic plan process not to exceed \$15K. Sue Woodard seconded. All were in favor.

Development Committee: Stephen Nash

- Linda developed a charter for the committee so there is a focus.
- Charged with walking through the event schedule 2020-2021; not just jumping from event to event.
- A development meeting is set monthly - Zoom meeting with Linda, Nikki and Kristin.
- Board members are welcome to join
- The Gala has been moved to spring; first Friday after Easter with hopes of having an in-person event.
- We will move forward with Out of the Cold as it works in a pandemic environment.
- We're working on the Board pledge form.
- This is the fun committee!

Nominations Committee: Sue Woodard

- The committee is ramping back up and has six new nominees.
- Sue will reach out to get the nominees resume and statement of interest: Paul Lenzmeier (Law Enforcement Role – Patrol Division), Don Phillips (Chief Investment Officer), Jessica Jasurda (Homeless Liaison Anoka Hennepin School District), Aubrey Dahl, Craig Melanie and Mariley Leo (all volunteers).

Meeting Adjourned to Closed Meeting.