

Livingston County CARES, Inc., Board of Directors Meeting

Date/Time: Monday, December 11, 2023

Location: Zoom Meeting

Approved Minutes

Matthews called to order the December 11, 2023 meeting of the Board of Directors at 7 pm on Zoom.

Attending: Bailey, Bolesky, Burns, Chicatelli, Donohue, Drapala, Ellis, Harvey, Henry, Kallio, Lee, Lehman, Matthews, Obad, Wilson

Guest: Julie Matthews

Excused: Dolce, Herman, Martin, Palumbo, Rivera

Approval of Minutes of September 20, 2023 Meeting: Lee moved and Bailey seconded a motion to approve the minutes. The minutes were approved without dissent.

Officer Reports

President Matthews: Matthews sent a report to members of the board (attached). Matthews noted that Palumbo returned to work at the college last week, but his return to the college remains day-to-day. Joe Dolce has left the college and is now working for Georgetown Law School. He expressed interest in remaining active with the board and has agreed to chair the donations committee while Kallio is away. We had a good response on Roc the Day. Please note that two donors (Ellis & Henry) were left off my report by mistake. No news yet on SEFA donations for 2024 but we usually do not get a report from them until March. The Respite Program reported they are having a great year with nine participants and they are operating year round and have had some non-students helping during college breaks. They were awarded a \$10,000 grant to help fund the staffing of their operations. Here is the link for the Home Away From Home website:
<https://www.urmc.rochester.edu/noyes/community-outreach/caregiver-resources/home-away-from-home-respite-center.aspx>

Vice President Palumbo: No report

Secretary Kallio: No report other than the minutes of the previous meeting

Treasurer Bailey: We are now receiving deposits on the trips. The Food Security Advocates account has been closed out. MLK Day and the Athletics are off the report. The Nicaraguan Project now has its 501 (c) 3. They have been sent a check for the proceeds of their Livingston County Cares account. The CD matured recently and we earned about \$400.00 in interest. Those funds have been added back to the checking account. We might want to consider starting a new CD for \$10,000. Discussion ensued about whether to invest in a CD or place funds with our endowment funds. Matthews suggested that the Finance Committee and Executive Committee consider where to put 10K before February.

The budget for service trips was also shared. CARES will provide \$8,350 in scholarship and \$4,832 of additional funding towards the trips. The Student Association contributed \$7,000 for student scholarships. Lee asked how many students will participate. Eighteen out of 23 student volunteers on the trips are getting scholarships.

Agenda Items:

1. **2024 Service Trips:** Harvey, Bailey, and Matthews reviewed scholarship requests for the three planned service trips. Three planned service trips: one trip in March (Spring Break) of 7 volunteers to Kentucky, a second trip in March of 12 volunteers to Give Kids the World, and a third trip in June of 12 volunteers to Puerto Rico. Requests for scholarship funding were reviewed. Most grants were about \$450. All applicants were satisfied with the amount they received. Five slots were added to the Puerto Rico trip due to high interest. The GKtW trip was reduced by two slots due to capacity for volunteer work at the site.
2. **Review of 2022-2023 Income Tax Documents:** Julie Matthews prepared a draft Form 990 EZ and Statement of Financial Condition for our review. Kallio will be added to directors listed on the 990. Motion to approve by Harvey, and seconded by Wilson. Motion passed without dissent.
3. **Events Committee Report:** Harvey reported that many people will be in town for the eclipse in April. The Livingston County Museum wants to have 30 tenting lots on their site for visitors. The Museum suggested that we offer Gumbo as a dinner option for them. Harvey discussed our participation with Anna Kowalchuk of the museum. It is estimated that we might need 400 meals, if we also sell Gumbo to the community. There are many questions to be worked out on this idea. For one, can we make enough Gumbo? Will Gumbo be part of a package with tenting? The main question for today is whether to pursue this idea. We were originally not going to do Gumbo in the spring. The County is pulling together a list of events surrounding the eclipse. The board voted assent to the Executive Committee exploring a Gumbo event for April 8.

A Chili(and cornbread) fundraiser is set for February 1. Matthews asked for student comments. Chicatelli suggested that information needs to be sent out by mid-January as students are returning to campus. There was discussion of how to portion chili. Initially, the idea was to sell chili in the same size container as we use for Gumbo. An alternative is to sell in smaller servings, say 1 pint, and charge a lower price, say \$6. The Events Committee will investigate the cost of preparing chili and determine an optimal serving size suited to a student audience.

4. **Website & E-Newsletter:** Burns reported that she and Henry worked on both the website and the newsletter. Kristin Matteo was hired to finish work on it. The site looks great! Matthews asked for board member input on the website, including anything that needs to be added to it.

- 5. Archives of Livingston County CARES & Photo Collection:** Burns reported that CARES has accumulated a large collection of photos from service trips. Maybe there is a student project that could organize the photos. Milne Library has a local history archive and they are willing to take our materials. Matthews reported that his conversations with the History Department suggests the archives could be a student project..

Action Items:

- 1. Election of Brenda Donohue as Interim Secretary:** Motion to approve was passed without dissent.

Meeting adjourned at 8:20 pm.

Committee Assignments for 2023-2024 (Revised 9-6-23)

Executive Committee: Matthews (Chair), Bailey, Chincatelli, Kallio, Lee, Palumbo

Governance: Palumbo (Chair), Dolce, Drapala, Lee, Matthews, Wilson

Marketing: Herman (Chair), Burns, Bolesky, Colón, Drapala, Harvey, Henry

Finance and Audit: Bailey (Chair), Colón, Ellis, Kallio, Lehman, Obad, Rivera

Fundraising: Lee (Chair), Colón, Dolce, Matthews, Palumbo

Events: Gumbo to Go & Chili Dinners: Donohue (Chair), Bolesky, Burns, Harvey, Henry, Kallio, Lee, Obad

Scholarship: Bailey, Matthews, Palumbo

Trips: Harvey (Chair), Chincatelli, Colón, Henry, Martin, Matthews, Palumbo

Committee to Review Livingston CARES Donations: Kallio (Chair),

Dolce (Chair during Kallio's absence), Dolce, Ellis

Board Meeting Schedule: Next meeting tentatively set for January 29, 2024

Upcoming Meetings and Events

Chili Dinner: Thursday, February 1, 2024

Gumbo to Go: Monday, April 18, 2024

Respectfully submitted,

Ken Kallio, Interim Secretary

Livingston County Cares President's Report
Tom Matthews
12-11-23

Election of Interim Secretary: Ken Kallio will be traveling from January to May (ask him about his world cruise) and will not have access to zoom during that time period. Brenda Donohue has graciously agreed to serve as secretary until Ken returns in May.

Gumbo to Go: Despite the challenges of marketing the dinner without a fully functioning website, we were able to get the word out through social media and a great flier designed by Celia Henry and an E-Newsletter designed by Lisa Burns. And we should also acknowledge the sales team of Eddie Lee and Eddie Lee who sold over 80 tickets and produced \$1,230.00 worth of tickets. Thanks Eddie. Our total Gumbo income was \$4,285.00 in cash, checks and Venmo. The cost of food and supplies was \$1,343.25 with \$280.00 of the food paid by Craig Bolesky for a net cost to Livingston County Cares of \$1,063.25 and a profit of \$3,221.75. Our 24th Gumbo to Go dinner was the most profitable since we started the fundraiser. We sold all 250 tickets and the feedback from our patrons suggests it was also one of the best dinners we have sponsored. Thank you to Chef George Hochbrueckner for the delicious gumbo and to Donna Kennison for the best ever pralines, and to the volunteers who worked throughout the day starting at 8:30 am until we turned off the lights at 7:15 pm. Thank you to Brenda Donohue and the events committee and all the college and community volunteers who pitched in all day to help prepare the meal.

Chili Dinner: Last summer, we decided to offer Gumbo to Go in November and (at the urging of our student board members) a chili dinner in February. We need to move forward with the Chili dinner scheduled for Thursday, February 1. George Hochbrueckner has agreed to serve as chef and to do it at the Presbyterian Church. I suggest that we clearly label this event as a fundraiser specifically for scholarships for student expenses on service trips. And then we need to sell to students and engage all the current students who are receiving grants to help us promote the dinner. If we sell quarts of chili, a quart will be a meal for two people for \$10.00 to \$12.00. Can we sell 150 to 200 dinners and make this work? Give this some thought before our meeting on Monday night. Thanks.

Gumbo to Go Dinner: We have been asked by the Presbyterian Church and the Livingston County Historical Society if we could offer a Gumbo Dinner as part of the much larger Eclipse Day activities on April 8. Holly Harvey is working on this project and she and Brenda Donohue will have more details for our meeting.

ROC The Day: On November 28, Livingston County Cares participated in the annual Giving Tuesday event known locally in Rochester as ROC The Day. Nine donors gave on the ROC The Day website and two donors gave \$60.00 using Venmo for a total of \$1696.00. The match from Eddie Lee and Tom Matthews brings the total amount for Giving Tuesday to \$3,432.00. Thank you to the donors: Sancilio Family, Tom Wilson, Celia Easton, Karen & KC Bailey, Ken &

Colleen Kallio, Barb & Kurt Christiansen, Julie Brockelhurst-Woods, Eddie Lee, Tom & Betsy Matthews, and two anonymous donors.

Website & E-Newsletters: In September, Lisa Burns was elected to the board and agreed to head up our marketing efforts, including work on the website. Celia Henry also agreed to serve as our Livingston Cares student intern. Both Lisa and Celia worked on our new website (created by Nick Palumbo) and it went live in the middle of October. They also created the E-Newsletter and posted two issues in October and November. As part of these initiatives, we renewed our subscription to Constant Contact and sent the E-Newsletter to approximately 800 plus donors and members of LivingstonCares. Links to ROC The Day, SEFA, and the new website were included in the E-Newsletters and in a letter to all students from the Academic Dean's Office about the academic credit for the Livingston Cares Service class. Celia also created marketing fliers for Gumbo and the 2024 service trips. The QR codes in the fliers were used by people to purchase Gumbo. The free QR service worked for Gumbo but we discovered we needed a basic subscription to Flowcode to use with the service trips flier. We also realized that we needed the services of a graphic designer to polish the images on our new website. We hired Kristen Matteo to work on the website and she created the service trip registration pages that we were able to link and broadcast widely before Thanksgiving. We were also able to use the website to open registration for the 2024 service trips on Tuesday, November 29. If you have not looked at the new website, please do so before our meeting on Monday.
<livingstoncountycares.org>

2024 Service Trips: We are happy to announce that all three of our 2024 service trips are filled and all 31 volunteers have paid their \$100.00 deposit for the trips. Registration opened on November 29 and by noon that day we had enough applications to begin the review process of the requests for financial assistance. The Scholarships and Grants Committee (Bailey, Harvey & Matthews) met that afternoon by zoom and did a first round of approvals. Since we faithfully confirm participants on a first come, first serve basis, I immediately started calling each applicant and reviewing their applications. Almost every student who asked for financial assistance received a grant and accepted the amount we offered. The committee met a second time this past week to review the status of each application.

We will be sending 12 volunteers on the Give Kids the World trip with one person on a wait list, seven volunteers to Kentucky with no wait list, and 12 volunteers to Puerto Rico with 8 people on a wait list. The GKTW volunteer fees are \$750.00, the Kentucky fees are \$300.00 and the Puerto Rico fees are \$800.00. We awarded \$8,850.00 in grants to 20 volunteers to cover approximately 40.30% of the total projected trip expenditures.

Nicaragua Schools Project: This fall, the volunteers (Rob Lupisella and his family) who manage the Linking Hands for Learning project to build a school each year in Nicaragua applied for 501(c) 3 status as a non-profit public charity. The IRS approved their status and we sent them the balance of the funds in that project account (\$13,426.59) in early December. We have worked with this program for over 10 years and have enjoyed a great relationship with their volunteers. Our willingness to help groups in their formative stages is one of the things that we

reference as a distinct contribution to the public good. The Geneseo/Groveland Emergency Food Pantry is another, but distinctly different, example of our ability to help other local organizations. Our bank balance has gone down a bit but so will some of the workload, especially for Karen Bailey. Thanks Karen for keeping track of all those Nicaragua donations over the last several years.

Financial Reports; Karen Bailey will be sending the November 30 financial report and the projected budgets for the three 2024 service trips. You will also be receiving a copy of the fiscal year 2022-2023 income tax documents in a separate email either tonight or on Monday morning.

Livingston County Cares Archives: Since the founding of LLC in 2005, the organization has accumulated hundreds of documents and thousands of photos from the 94 service trips. It is now time to preserve these records and photos in the local history collection at the Milne Library at SUNY Geneseo. Liz Argentero has been the Librarian in charge of local collections and she is retiring at the end of the fall semester. She assures me that Milne will continue to accept our records, but we need to organize and label documents and photos. Lisa Burns and I have discussed the possibility of using our E-Newsletters and the website to perhaps randomly post trip photos and create some fun way to engage alumni in identifying volunteers in the photos. During Covid 19, we had several wonderful zoom reunions and we sensed interest in reconnecting with peers who shared amazing volunteer experiences. Do you have any thoughts or suggestions to help us with initiative? Would you like to help? We think there may also be interest from the history department in possible archival projects for history majors.

Committee Assignments: Please review your committee assignments. I have made a few changes to reflect current needs going forward.