

Livingston County CARES Inc. Board of Directors Meeting

MacVittie College Union - MacVittie Boardroom - 351

Monday January 27, 2020 4:00 - 5:00 pm

APPROVED MINUTES

Attendance:

Present: Bailey, Chaparro, Clarke, Colón, DeRider (non-board member), Freeman, Harvey, Huff, Iturbides, Kallio, Kennison, Lee, Lehman, Matthews, Palumbo, Wilson,
Absent: Bolesky, Donohue, Natoli, Nieves, Sickles

Call to order: 3:58 pm

Approval of minutes from December 5, 2019 meeting

A Motion to approve minutes was made by Bailey and seconded by Kallio. Carried unanimously.

Officer Reports

President (Matthews):

Puerto Rico trip was cancelled due to earthquakes in PR on Jan. 11, all ticket costs will be refunded from Southwest Airlines, minus the \$40 booking fee / other expenses. CARES will withhold \$50 for each participant to make up for booking fees / t-shirt costs and other incidentals. Checks will be cut later in the week to all participants.

Colón shared her experience that the days leading up to the trip being cancelled were extremely stressful. People were torn; wanting to attend the trip but also wanting to accept and honor the realities on the ground. Three students were already at the airport when UMCOR in Puerto Rico cancelled the service trip. Colón supported the students who had to stay on campus due to the trip being cancelled. Colón asked if there is a way, as a team of board members to make a decision if a situation like the Earthquake in Puerto Rico happens in the future. Matthews shared that the Executive Committee can act in this capacity, other board members concurred that there should be a policy or set of protocols for dealing with last minute needs or emergencies. Kennison added that a decision like that is to be made by the Executive Committee when time is short.

Matthews shared that the March trip to Puerto Rico will go forward as planned. Tom Wilson reported that the Clearwater Florida trip was great and successful. Clarke and Huff shared their experiences. Clarke shared that there were two homes they worked on. Matthews shared that it was the three student board members joining the trip that made the trip possible; the students were flexible and shifted from other March trips.

Freeman and Tim Lowmaster reported that the New Jersey service trip was a success. The host SBP in New Jersey was very accommodating and a great fit. This was the first time working with SBP in New Jersey but we've worked with

them in the past through their New York City offices. Freeman and Lowmaster both strongly support continuing to work with them next year in New Jersey.

Secretary (Freeman): Committee Assignments and meetings

Treasurer (Bailey) : Shared the most recent financial statement

Matthews reported our KeyBank CD will likely renew at a much lower rate.

Lee asked about the Hurricane Sandy Relief Fund and why it is still showing on the financial report since he remembers that we had agreed to spend down the remaining funds to support trips in the New York City area. Matthews responded that the remaining funds will be used to pay for the January trip to New Jersey.

Committee Reports:

Executive Committee: No report.

Events and Marketing: No report.

Finance: No report

Fundraising: Lee reported that the committee has met several times over the last three months. The board Discussed the “culture of fundraising.” Shared that we should be thinking about how to expand this effort.

Gumbo to Go will continue twice each year. Board members offered their thoughts about dedicating the proceeds to support “Travel Grants” that would help more students go on trips. Matthews suggested that we might have a consensus to use the Gumbo income to reduce the cost or give individual grants to students. Kennison shared that there should be a board decision regarding how much money we want to keep in the reserve funds. Kallio asked if we should increase the cost of the Gumbo ticket. Colon asked if we could charge \$10 and offer \$5 to go towards the travel grants. Kennison added that we might request a tip that would go towards trip scholarships. There was a consensus to increase the number of tickets to 275 and keep the ticket price at \$10.00 and pursue some of these alternatives. Lehman, Chaparro, Colon, and the rest of board members agreed to promote Gumbo as a fundraiser to support trip scholarships.

Lee suggested that we should diversify our fundraising efforts: Gumbo still works and has become an institution, but what other efforts can we undertake to raise money? Lee proposed a board member giving goal: Since there are no membership fees, should we expect all board members to give? Goal should be 100% board giving, regardless of amount. Secretary freeman was asked to record in the minutes that the board, by consensus agrees, that we expect 100% board giving.

Kallio shared that CARES was represented in the Roc the Day this fall and that we should build on this initiative and increase publicity prior to the event next year. Kennison stated that we need a 12 month publicity calendar. Kennison added that when giving through SEFA board members must indicate who you are to make sure it is recorded as part of the 100% giving expected by the board. We need to also promote AmazonSmile as a way to donate that does not cost the donor any money. Colon recommended that we have a board committee create and manage a marketing schedule each year. Lee mentioned 15th Anniversary

events and fundraising that could reconnect with history and marry experience of our trips and the history of CARES and celebrate our amazing success. Colon asked if we could create and post youtube videos of our trips. She asked if we can use the Geneseo platform on our website? Matthews recommended that we do something to celebrate our 15th Anniversary and the board, by consensus, agreed. Matthews asked students to think about how we re-energize the involvement of students through student groups and Student Association. In the past student organizations raised funds for hurricanes and donated to our other natural disaster funds and projects. Colon reminded board members of the \$1000 Marjorie Harding Memorial Fund grant that requires the \$1000 match and that now is the time to start working towards this goal.

Kallio shared information about the wildfires in Australia, and the extreme impact they have had on the habitat, environment, and population. Kallio reached out to contacts in Australia and pulled information from the internet with some organizations we might be able to partner with. (See attached).

3 categories: Environmental / Ecological :WIRES
 Firefighter funds - New South Wales
 General support - local and international

Kallio will further investigate opportunities to help Australia but travel and time would likely rule out service trips because of cost and time. Kallio suggested that we could do some fundraising for Australia by sharing some links to organizations that are credible. He thinks the wildlife issue might be a good way to promote fundraising. The impact on wildlife has been intense, especially on Kangaroo Island. The board agreed by consensus that we should provide the information and suggest possible volunteer organizations that need assistance.

Governance: See Report on [1/24 Meeting](#)

Gumbo to Go / Annual Meeting: Report out from preliminary Gumbo to Go planning meeting held on 1/22 - See notes and discussion above.

Trips: Report on January trips and plans for March and May trips.

TOTAL SPOTS			
Puerto Rico March	12		Full
Tampa Florida March	14		Cancelled
Florida Keys March	14		Full
Florida Keys May	7		Full

New Business:

Proposal from local Geneseo resident Katie Fish: Application for a grant to the Rochester Area Community Foundation (RACF) to contribute \$2,000.00 toward the construction of new playground equipment at Highland park in Geneseo. See attached materials.

Fish initiated a conversation a year ago with Mayor Duff and Leah Fletcher from the Village Board suggested that Fish request assistance on the grant from Livingston CARES.

Matthews reported on two conversations with Katie Fish about her proposal to contribute to new / updated playground equipment at Highland Park. They are asking CARES to act as the 501 (c) 3 on a grant application for \$2000 through RACF to support this initiative. Matthews met with Mayor Duff to discuss this proposal and learned that the overall estimated cost of the will be \$75,000. Lehman said if the money would be a “turnover” he would support it. Lehman also suggested that the Kiwanis club might be able to act in this capacity. Some board members voiced concerns with the requirements of the RACF grant. Colón is not comfortable with us acting in this capacity. Matthews shared that this opportunity could help develop a relationship with RACF. Consensus of the board is that if the \$2000 grant is the limit of our obligation, we could possibly provide this service for the project.

Matthews will go back to Katie Fish to get more details and will connect with RACF to learn about the details and requirements of the grant. Colón and Lee shared that they would take a pass on this project since we have a lot on our plate and don't want to spread our efforts too thin. Kallio asked if the Village will provide any funds? Harvey added that it's on Village property so it is ultimately Village of Geneseo responsibility. Lee believes that the grant includes obligations that we have to perform. Consensus is that Matthews will investigate with RACF and Village and also suggest Fish approach Kiwanis about the project.

Give Kids the World (GKTW): Freeman shared details of a meeting that he and Palumbo had with David Parfitt who coordinates the GKTW trips to think about ways to integrate GKTW trips more intentionally with CARES. Lehman shared his belief that it makes sense to put under our umbrella. Board members, by consensus, agreed that this is a good idea that we should pursue for the 2021 trips. If GKTW joined us students would be eligible to apply for the financial grants made possible through the Student Association funds. Palumbo shared that Parfitt is willing to do away with the application process if we can help facilitate two trips. Lee asked if these trips fit the mission and board members, by consensus, agreed.

Action Items:

A motion was made by Kallio and seconded by Colon to create an appeal and communication strategy to create a “fund” to raise money to specifically support Puerto Rico. These funds can go towards the \$1000 match required by the Marjorie Harding Memorial Fund grant. Motion carried unanimously.

A motion was made by Harvey and seconded by Kallio to provide information and links to share with the community about sending donations to Australia to help in their efforts to respond to the bush fires. Motion carried unanimously.

Adjournment:

A motion to adjourn was made by Freeman and seconded by Colon. Carried unanimously.

Please save the following dates for Livingston CARES Activities:

Meeting dates:

Mar. 9, 2020, 4:00 - 5:00 pm - MacVittie Union Board Room 351

Apr. 13, 2020 4:00 - 4:30, Corporate Meeting, 5:30 - 7:00 Board of Directors Meeting -
Interfaith Center, 11 Franklin St.

Other Dates:

April 2, 2020 - Gumbo to Go

ANNUAL / CORPORATE MEETING

April 15 – 4:00 PM Meeting

Dinner at 5:30 PM Interfaith Center

2019-20 COMMITTEE ASSIGNMENTS:

Executive Committee

Chair: Matthews

Members: Bailey, Freeman, Lee, Huff, Palumbo

Governance

Chair: Freeman

Members: Palumbo, Stickles, Lee, Natoli, Wilson

Events and Marketing

Chair: Freeman

Members: Bolesky, Iturbides, Harvey, Chaparro, Nieves

Finance and Audit

Chair: Bailey

Members: Kennison, Colon, Kallio, Lehman, Clarke

Fundraising:

Chair: Eddie Lee

Members: Matthews, Palumbo, Kennison, Iturbides, Colon

Gumbo to Go & Annual Dinner

Chair: Freeman

Members: Donohue, Bolesky, Iturbides, Chaparro, Nieves

Scholarship

Members: Freeman, Matthews, Palumbo

Trips

Chair: Natoli

Members: Harvey, Colon, Matthews, Palumbo, Chaparro, Clarke, Huff, Nieves, Stickles