

CARVER CENTER

◀ BUILDING BRIGHTER FUTURES ▶

Board of Directors Meeting Tuesday, November 15th, 2016

7-8:30 p.m.

AGENDA

Call to Order	Maureen Gomez	7:00-7:05
Welcome & Introduce Rich Lawrence to the board	Maureen Gomez	7:05-7:15
Approval of the Minutes of September 20, 2016	Sharon Davis-Julius	7:15-7:20
Audit Update		
• ACTION ITEM: Review/Approve 990	Rich Lawrence	7:20-7:30
Finance Update	Rob Kost	7:30-7:40
Development Update		7:40-7:50
• Board Pledges	Maureen	
• Concert Update	Julie	
• Appeal Fund Update	Britani/Tom	
Committee Breakout Session w/brief reports by each committee to the board	Committee Chairs	7:50-8:10
Annual Appeal Thank You cards And 2 nd Phase Ask	Britani	8:10-8:30
Adjournment		8:30 p.m.

NEXT BOARD MEETING, Tuesday, January 17th at 7 p.m.

Port Chester Carver Center

Minutes of the Meeting

Tuesday, November 15, 2016

Present:	<i>Sonia Alcantarilla, Jen Amantea, Stephanie Barrett, John Condon, Michael Flynn, Taegan Goddard, Maureen Gomez, Sharon Julius, Mike Kenny ,Rob Kost, Rich Lawrence , Pat McGovern, Tom Murphy, Lew Nash, Nan O'Neill , Jennifer Prather, Chris Pye, Sr. Sheehan, Julie Souza</i>
Excused/Absent (A)	<i>Betty Brown, David Greenhouse, Robert Kaplan, Derek Mahoney, Sam Ortiz , Ivan Tolentino</i>
Staff:	<i>Joe Kwasniewski</i>

SUBJECT	DISCUSSION	OUTCOME	
Call to Order	Maureen Gomez, President called the meeting to order at 7:05pm.		
President's Report	Maureen introduced Richard Lawrence, a new board member who was not present at the first board meeting. Rich is the husband of outgoing board member and Treasurer Laura Leach. Rich has stepped up and has agreed to chair the Audit committee. He brings a wealth of board experience from the YMCA and other professional associations.		
Approval of the minutes	Sharon Davis- Julius asked for a motion to approve the minutes of September 20, 2016. Motion made by John Condon and seconded by Tom Murphy.	Unanimous approval of minutes of 9/20/16 meeting	
Audit Committee	Richard Lawrence began his report by reminding the board of the preparation process for the 990tax filing. The board then approved Carver's audited financial statement. Rich stated that the process went smoothly mainly due to the well -kept financial records. Prior to the meeting, a draft of the 990 was circulated among board members for comments and approval. Hence, the 990 was filed on time today November 15, 2016 for the third year in a row. Mr. Lawrence emphasized the importance of successful preparation and timely filing of the 990 document. First and foremost, proper filing ensures that the organization keeps its non-profit status; Secondly, the document is public and one that potential donors use to evaluate the financial strength of Carver.		
Finance Committee	Rob Kost, the Chair of the Finance Committee, began his report by stating that Carver is doing well financially overall. The financials presented this evening reflect the past 3		See color coded Dashboard formatted report

months ending September 30, 2016, showing actual expenses versus the budget (approved last meeting) and a comparison with Carver's performance last year at this time.

- **Restricted Contributions:** A little under budget due to the timing of gifts received. For example, \$70k is expected from the Tudor Foundation in October.
- **Government Grants:** Primarily represented by our food preparation program. It is up \$86 compared to the same time last year.
- **Unrestricted contributions:** A little behind budget at \$33k, however it is still early in the fundraising cycle.
- **Rental Revenues:** Highlighted in the cautionary yellow color. Revenue was lost due to BOCES ending their rental agreement with Carver.

Expenses:

- **Administrative: G & A:** up 6% compared to budget, no cause for concern.
- **After School Program:** right on target, at \$119k
- **Food Service:** under budget.
- **Facilities:** under budget because planned repair projects have not begun.
- **Marketing:** under budget due to a reduction in staff hours
- **Development:** under budget due to the reduced number of staff
- **Net Operating Income:** slightly under budget -6%, however losses will be soon recovered via contributions
- **Programs:** overall in good shape. All categories fall in either green or yellow.

Other Comments:

- Cash flow is good \$114k;
- payables are in good shape,
- The endowment is up by 2%

Silvercrest, who manages our endowment funds has performed well. The present asset allocation is one that is light on bonds and heavy on equities. Rob mentioned that the Finance Committee should take a harder look at the asset allocation to see if changes need to be made.

Discussion: John Condon inquired about the loss of revenue from BOCES. Joe K (Ex. Director) answered by explaining that BOCES lost their funding to provide educational services, and thus Carver Center lost the rental income associated with that programming. However, Joe anticipates recovering the loss by teaching swim lessons to the Head-Start students and the Spring St. School pre-k students via funds allocated for physical education through the Port Chester School District. He individual ad hoc method currently used throughout the village of Port Chester.

<p>Development Committee</p>	<p>Sonia asked why doesn't Carver Center offer ESL classes? Joe stated the reason that there are no ESL classes is because BOCES loss their funding to provide the service.</p> <p>Maureen began this portion of the meeting by reminding the board members to submit their annual pledge form which has been modified this year. The forms require that each board member provide a total sum of their anticipated giving for the fiscal year; i.e attendance to the concert, sponsoring a guest to the concert, auction or paddle raise purchase, annual appeal gift.</p> <p>Concert Update: Julie Souza, the Concert Chair, reports that she has started assembling a volunteer committee to help organize Carver's 3rd concert; Christopher Pye's wife has volunteered to serve. Several Tribute bands are now under consideration, especially bands that have wide generational appeal. The band Cougar Magnet, a classic rock band, is being discussed for the after- party. The auction will utilize a digital platform called Gift Smart. This technology will make bidding and re-bidding easier and the technology will capture donor data for future marketing use by Carver. Additionally, the committee will consider reducing the number of items auctioned, and focus on big ticket items, with special emphasis on program support auction items. For example, send a high school student on a college tour or 100 children can go to camp for X dollars. The goal is to help the donor connect their gift to a specific need.</p> <p>Discussion: Maureen and Julie suggested that board members utilize their corporate connections to obtain sponsorships for this event, and ask friends for auction items. All names of appeals for the benefit concert should be reported to the committee who will be generating a list to avoid multiple requests to same people. Additionally, Maureen suggests that when recruiting for the Benefit committee expectations must be clearly spelled out. For example, the expectation is that every committee member attend the concert and bring one other couple. Tom Murphy suggests employing early bird pricing, preferred seating and after party bundles as marketing incentives.</p> <p>Tom Murphy gave an update on the Annual Appeal. shape. We have generated \$165k thus far, which is a considerable improvement from last year this time, where we had just \$65k. Britani Griffin, our Director Development, has only been at Carver for 2 short months but has been making amazing progress. Joe K. reports that Ms. Griffin has already examined the existing database and is using it effectively. She is writing grants and having ne-on-ones with high-net-worth donors. So far, 13 donors have re-engaged with Carver as well as 21 new donors. The new appeal mailings are visually appealing, as well</p>	
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<p>Committee Break-Out Sessions</p>	<p>as easier to read. The feedback has been quite positive.</p> <p>Tom also mentioned that we must begin to utilize the data base more effectively; for example the LYBYNT (donors who gave last year but not this year) and the SYBNT(some years but not this year) lists.</p> <p>Grant Updates: We have commitments from the Dalio Foundation of \$1 million dollars, Con Edison \$ 15k and The Westchester Youth Bureau \$10k. Pending Grants :21st Century for \$1.2million dollars for the ASP and the Teen Program. This grant will allow Carver to create equity amongst the ASP at all of the elementary schools. Presently, the ASP program at King St. and Park Ave elementary school are fee based. Tom thanked the board members for their generosity to the Carver organization. Joe K. announced to the Board that a rock band called Twiddle will be doing a benefit concert for Carver at the Capitol Theatre. The band has a robust group of followers. Joe also commented that the recommendation by HBS to separate Development and Marketing into two different departments has been very successful. All print and digital materials have gone out in a timely fashion and they are far more attractive and engaging.</p> <p>The board broke out into their committee assignments to begin to work on a calendar of meetings and a few tangible goals.</p> <ul style="list-style-type: none"> • Program Committee • Finance Committee • Development Committee • Nominations/Governance Committee • Marketing Committee <p>Preliminary comments from each program chairperson</p> <p>Governance: Michael Flynn and Nan O’Neill are In the process of identifying the future needs of the board to assist in the selection of new board members.</p> <p>Finance: Rob Kost reported that overall Carver Center is in good shape financially.</p> <p>Development: Tom Murphy reported that they are working on putting together the</p>	<p>Second annual appeal phase will be mailed Nov. 28, 2016</p>
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<p>Adjournment</p>	<p>benefit concert; i.e. securing the talent, gathering items for the auction and paddle raise. Tom commented that they are exploring Christy’s professional auctioneers, and the use of technology at the auction.</p> <p>Marketing: Taegan Goddard reports his team is focused on showing the public the “New Carver” and increasing public awareness of the benefit concert and Carver Center in general. He suggests that Carver explore hiring a local public relations person in assist in this effort.</p> <p>Programs: Stephanie Barrett reports that the HBS Community Partners of NY is currently conducting a comprehensive performance evaluation on each Carver program. They met on October 20, 2016 for phase one of the study, they are now phase 2 of the process where they will interview staff and clients. HBS will present their SWOT analysis to the Program Committee in December 2016, and the Program committee will share the information with the board in January. We will be able to determine if each program lines up with the mission, vison, and strategies of Carver.</p> <p>The meeting was adjourned at 8:35 pm.</p> <p>Respectfully submitted,</p> <p>Sharon L. Davis-Julius</p>	<p>Next Board Meeting Tuesday, January 17th at 7 pm</p>
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