

CARVER CENTER

◀ BUILDING BRIGHTER FUTURES ▶

Board of Directors Meeting Tuesday, January 17th, 2017

7-8:30 p.m.

AGENDA

Call to Order	Maureen Gomez	7:00-7:05
Welcome & Recap	Maureen Gomez	7:05-7:15
Introduce Alex Chavarria Director of Community & Family Services		7:15-7:20
Approval of the Minutes of November 15th, 2016	Sharon Davis-Julius	7:20-7:25
Development Update		
• Appeal Fund Status	Tom Murphy	7:25-7:35
• Concert Update	Julie Souza	7:35-7:45
Concert Brainstorming Session	Entire Board	7:45-7:55
Finance Update	Rob Kost	7:55-8:05
Executive Director Report	Joe	8:05-8:20
• HBS/Community Partners Project Update		
• Vision Statement		
• Capital Project		
• 21 st Century Grant Update		
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Succession Planning	Maureen	8:20-8:30
Adjournment		8:30 p.m.

NEXT BOARD MEETING, Tuesday, March 21st at 7 p.m.

Port Chester Carver Center

Minutes of the Meeting

Tuesday, January 17, 2017

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

SUBJECT	DISCUSSION	OUTCOME
Call to Order	Maureen Gomez, President called the Carver Board meeting to order at 7:05pm.	
President's Report	Maureen extended New Year's Greetings to all assembled, and described the format of tonight's meeting. Tonight's meeting will focus on the Development Department and their progress. Updates will be provided regarding the upcoming Concert for Carver scheduled for March 4, 2017. New board members participated in a tour of the building before the meeting, and hopefully gained a better understanding of the organization and the services rendered. Maureen additionally commented regarding the recent Senior breakfast -- a few board members attended, assisting in serving the Seniors. She also mentioned the Middle School Carver After School Program (CAP) Exhibition, which was well attended, well organized, and the students showcased impressive projects. A representative from the Dalio foundation was very pleased with the showcase, and overall it was a great improvement from last year. The improvements to the Middle School CAP program were generated from the students themselves who expressed which activities they would most enjoy. The next site visit is scheduled for January 31, 2017 at John F. Kennedy Magnet School and February 15, 2017 at Edison Elementary School. It's very important that Board members attend the CAP tours to gain an eye witness perspective on the program functioning, as opposed to oral reporting.	CAP tour schedule was distributed for members to sign up.
Carver Staff Report	Maureen introduced Alex Chavarria, Co-Chief Programming Officer. Alex is a Port Chester native and has an extensive history with Carver Center. He began his career with Carver Center many years ago as a part-time receptionist. He gained professional work experience from MBIA and received his Bachelor's degree from Pace University. Alex was later promoted to Co-Program Director immediately upon vacancy. He has expanded Carver's programs; he is loved by staff, clients and Board Members. Alex's recent promotion is to help decrease Joe's involvement in daily the operations of Carver, which	

LYBUNT and SYBUNT lists will be reviewed and those donors will be strategically addressed.

Discussion: Tom Murphy asked how the Board can help with the LYBYNT and SYBUNT lists. Britani answered by saying that the strategy will be to contact donors from the lists and inform them what their donation has done in the past and ask them if they could commit to same or higher level this year. Britani agreed to send the Board the lists and if there is a donor any Board member knows and can share ideas as to how to customize the appeal, it would be helpful. Timing is also important when soliciting donations, for example tax time, when people are looking to make charitable contributions, company bonus time and the like.

Announcement: Carver now has a Development Coordinator whose primary task will be to focus on exploring and obtaining corporate grants. This position will free Britani to focus on pursuing individual donations.

Concert for Carver Update by Julie Souza: The band for the concert has been hired-- Jumping Jack Flash, a Rolling Stones cover band, and for the after party the Savage Brothers. Julie described how the space in the Capital Theatre will be efficiently utilized. The bars will be placed toward the front of the Theatre and along the side, to keep people milling closest to the auction area and stage activities. Gift Smart.com will be used to help donors easily and efficiently manage their bidding. Julie emphasized to Board members to solicit to all of their networks to purchase tickets. Julie and Maureen asked Board members to push hard to obtain sponsorships and auction items such as vacation homes, internships, and child friendly events. The Board was encouraged to make an effort to seek out auction items that are unique, and hopefully make the whole concert experience uniquely enjoyable for the audience.

Discussion: Maureen emphasized the need for the Board to become actively involved in ticket sales. She adds that Carver usually sells between 325-350 tickets. The theatre holds 800 people, Maureen stressed that we should strive toward more ticket sales and corporate sponsorships. Mike Kenny suggested an idea to pre-market vacation homes so that friends could chip in and purchase the more expensive auction items, such as destination homes.

Activate LYBUNT and SYBUNT lists.

Julie agreed to send sponsorship packets to Board members electronically

<p>Finance Report</p>	<p>The finance report as November 30, 2016 was presented by Rob Kost.</p> <p>Highlights below:</p> <p>The color coded report reflects majority of categories are in Green, very little cautionary yellow and no red areas.</p> <ul style="list-style-type: none"> • Unrestricted contributions are coded in yellow; actual YTD 149k; however budget YTD 220k, the cause is the timing of incoming donations, however the month of December show a more robust activity.356k verses 348k at that time last year. • Restricted contributions coded in Green due to timing of The Dalio Foundation grant. • Government Grants: is up actual YTD 247k and budget YTD 215k due to the Food Service Program. • Program Fees are green actual YTD 194k; Budget YTD 215k • Rental Revenue is behind; actual YTD 85k ; budget YTD 116,500 due to the loss of BOCES rental agreement • Expense side: all programs are within budget. Administrative expenses are well controlled. CAP is slightly over budget, due to the timing of the receipt of the Dalio grant. • Facilities 26k under budget • Salaries 27k under budget • Development 11k under budget • Marketing 19k under budget <p>Other Comments: The endowment funds as of November 30, 2016, totaled \$2.003MM, with 68% invested in equities, 24% in fixed income, 6% in cash, and 3% in other and 13% in returns. Net Assets: all green Net loss 319k due to the timing of the concert.</p>	<p>Distributed Dashboard formatted summary</p> <p>See Development Report for corrective action plans</p> <p>Committee plans to review the investment mix in light of current market conditions.</p>
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Executive Director's Report
Joe Kwasniewski

Joe began his report by stating he was going to focus on four major topics.

1. The progress of the Harvard Business School Club of New York Project
2. Capital Project Campaign
3. 21 Century grant application co-authored with the Port Chester School District
4. Vision Statement created by Carver Staff

First topic; The Harvard Business School Club of New York Project is an off shoot of the strategic plan HBS recently completed for Carver. The project result targets the application of the Mission and the goal is to develop a performance measurement infrastructure to measure our existing programs. A new Harvard team came to Carver and interviewed its staff members, some Board members and key partners. Out of that effort a SWOT analysis was completed. On December 12, 2016 HBS met with the Program Committee and presented an initial progress report. Their findings revealed that Carver needed to become more client centric. To accomplish this goal we needed to capture the client's voice to understand the true wants and needs of the community, to develop effective programing; capture customer satisfaction; create client profile; observe client behaviors; consolidate the data and input it into one system that will show us the **who, frequency of visits, and satisfaction**. Carver also needs to develop goals in line with the resources available (reality). For example, to develop elaborate college prep programs for teens who statistically demonstrate a high 11th grade dropout rate may not be an effective use of resources. Facilities needs to be separated from programs, for example Aquatics. We need to define the program and specify the facility. For example Mindfulness should be a separate program as oppose to being lumped in other programs. Pat McGovern suggests that the clients use swipe cards as tool to collect the desired data, and that each client is assigned a number. We can capture utilization of programs—who is utilizing them and the **frequency**.

Capital Projects: Joe stated that Carver received a commitment of a half million dollars for building improvements. Joe has identified the pool and lockers as being in dire need of repair, however Joe wants to ask this donor if the money can be used in a matching Capital campaign. This would allow us to add to the list repairing the parking lot, improving curb appeal in front of the building, and basement repairs. We could quietly ask donors who have a specific interest in capital projects. Due to the enormity of this project a committee will be formed. Richard Lawrence has been identified as the Chairman due to his past experience with the Capital project concluded at YMCA in Rye.

21 Century Grant; Carver Center, along with the Port Chester School District, will apply for a 1.2 million dollar grant from the 21 Century foundation. The lead education agency will get 20% of the grant and if awarded Carver will receive 990k. The money will be allocated to the Teen Program, CAP for Park Avenue and King Street School to achieve equity with the other CAP programs. If the grant is awarded to Carver it will satisfy the Dalio Foundation's request that Carver diversify its CAP funding.

Vision Statement; A vision statement is a statement of the long term purpose for any organization. It serves as a motivating tool and validates our mission. The carver staff created the

Sam Ortiz, Principal of King School, has volunteered to act as consultant to build a data collection program to assist us in accomplishing the goal

Britani has committed to exploring project donors.

<p>President's Comments</p>	<p>following statement: “Creating pathways for communities to improve the quality of life for every generation.”</p> <p>Maureen reminded the Board that there are four members who will complete their term in June 2017. The Nominating Committee will be exploring the areas of need left by the retiring Board members, and they will welcome suggestions for candidates for next year. Maureen reminded the Board that succession planning is important to keep the organization viable.</p> <p>.</p> <p>The meeting was adjourned at 8:15 pm.</p>	<p>Next Board Meeting Tuesday, March 21st at 7 pm</p>
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