

CARVER CENTER

◀ BUILDING BRIGHTER FUTURES ▶

Board of Directors Meeting Tuesday, March 21st, 2017

7-8:30 p.m.

AGENDA

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| Call to Order | Maureen Gomez | 7:00-7:05 |
| Welcome & Recap | Maureen Gomez | 7:05-7:10 |
| Introduce Mary Norelli Co-Chief Programming Officer Youth Programs | | 7:10-7:25 |
| Approval of the Minutes of January 17th, 2017 | Sharon Davis-Julius | 7:25-7:30 |
| Development Update <ul style="list-style-type: none">• Concert Discussion• Annual Appeal Strategy | Tom Murphy Julie Souza Joe/Britani | 7:30-7:50 |
| 75 th Birthday Celebration Events | Entire Board | 7:50-8:00 |
| Finance Update | Rob Kost | 8:00-8:10 |
| Executive Director Report <ul style="list-style-type: none">• Capital Project• Staffing Changes | Joe | 8:10-8:20 |
| Committee Reports | Committee Chairs | 8:20-8:30 |
| Adjournment | | 8:30 p.m. |

NEXT BOARD MEETING, Tuesday, May 16th at 7 p.m.

Port Chester Carver Center

Minutes of the Meeting

Tuesday, March 21, 2017

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| 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, Nan O'Neill, Jenn Prather, Chris Pye, Julie Souza</i> |
| Excused/Absent (A) | <i>Betty Brown, John Condon, Robert Kaplan, Sam Ortiz, Sr. Sheehan, Ivan Tolentino (PHONED IN)</i> |
| Staff: | <i>Joe Kwasniewski, Britani Griffin, Mary Norelli</i> |

| SUBJECT | DISCUSSION | OUTCOME |
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| Call to Order | Maureen Gomez, President, called the Carver Board meeting to order at 7:00pm. | |
| President's Report | Maureen extended congratulations and heartfelt gratitude to Julie Souza, Mike Kenny and Tom Murphy for their outstanding work in planning for the successful Concert for Carver event held on March 4, 2017. They were each given a nicely framed promotional poster. Maureen introduced Carver's Co-Chief Program Officer Mary Norelli. Ms. Norelli comes to Carver with a wealth of experience. In 2015 she served as site coordinator for Carver's CAP program at the John F. Kennedy Elementary School Building. She assisted in drafting the grant proposal for CAP to the Dalio Foundation; she has forty years of experience in the field of education. She worked in the John F. Kennedy Elementary School under a special grant, and she remained in her position until the grant expired. She was instrumental in building Carver's CAP program, and she is well liked by her colleagues, students and parents. She single handedly recruited the teachers who now work in CAP and she currently serves as the primary administrator for the entire district wide after school program. | |
| Approval of meeting minutes | Sharon Davis- Julius (Secretary) asked for a motion to approve the minutes of January 17, 2017. | The minutes of January 17, 2017 were unanimously approved. |
| Carver Staff Report Mary Norelli, Co-Chief Program Officer | Ms. Norelli reviewed with the board highlights from CAP's data collection, which can be used to measure effectiveness, and answer questions raised by donors. Goals for the CAP program are: | Ms. Norelli distributed dashboard report for the CAP program |

1. Exhibition (set by the Dalio Foundation). These are public expos to showcase the work and learning experiences of the participating students. As mentioned at the last meeting, there has been one very successful exhibition completed at the Middle School. There are mini expos planned for the elementary schools, highlighting academic enrichment projects, science, literacy, and vocabulary. The next expos scheduled for JFK, Edison, and the Middle School will be in May.
2. Social and Emotional Development (via mindfulness training and breathing techniques) taught by Leith Colton.
3. Parent Involvement- 7 workshops are offered; 3 workshops are mandatory, including the orientation session. The most recent scheduled workshop on March 13, 2017 was over crowded. Additionally, one of the two parent surveys has been completed. 21 parents from the Middle School have responded and the elementary school parents have been given the survey.
4. Staff Development. 46% of the teaching staff is from the PC School district. The advantages of a large in house staff is that teachers can expand upon lesson plans started during the school day, thereby providing enrichment and raising students' academic achievement.

Achievement

Enrollment- 100% or 700 hundred students; currently our average is 95%

Attendance- we've achieved 90% attendance

Parent Involvement- there are seven scheduled parent meetings and the parents are required to attend a minimum of three.

Satisfaction- there will be two satisfaction surveys, one has been completed.

Exhibitions – One successful exhibition completed at the Middle School, results were highlighted in the minutes of the last meeting.

Additional Comments: The CAP program offers homework participation but not homework completion.

Tom Murphy asked how will the program's success be measured. Joe K. answered by stating it will be measured using four variables--exhibition, satisfaction, student attendance and participation. Maureen G. suggested that individual student achievements should be included in measuring the success of the program.

Financial: There is a 2% variance from the budget; however with minor adjustments the gap can be easily closed.

Assessments tools will include questionnaires, surveys and focus groups

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| <p>Development Report</p> | <p>Concert Update: Concert for Carver took place on March 4, 2017 at the Capitol Theatre in Port Chester, NY. Total Ticket Sales were 321. 267 tickets were purchased and 54 were comped. Lessons Learned to be applied in planning the 75th Anniversary Gala: The Resurrection School Gala was the same night as Concert for Carver; it may have impacted ticket sales because many of the same people are affiliated with both organizations. However, individuals who missed the concert can be targeted in the Annual Appeal efforts. Joe K. suggested that the board consider other fund raising formats because music rock concerts may have run its course after three years. One suggestion is to have Fun Gala for 2018 as opposed to a formal Black Tie sit down event. This year's annual goal is \$720K (\$645K original annual appeal goal, plus the \$75K shortfall from the concert). So far this year \$422K has been raised and we have \$35K in commitments versus last year this time (we had \$384K). Fund raising Strategies for the remainder of the year will be as follows A targeted approach to principal level donors of One Thousand Dollars (\$1K) 400 \$25.00 dollar gift campaign that will attract the 10573 donor base Time lapsed donor mailing Smile and Dial campaign Harvard Business Club assistance in expanding our donor base into the Greenwich CT area. Carver Board members assist in introducing new potential donors to the Carver Center. Grant Updates: Joe recently met with Lisa Walsh (major donor) to discuss the renovation project. Ms. Walsh agreed to donate \$500k specifically for renovations. The total costs of renovations planned and needed total \$2.3 million. The renovation needs are as follows: revamping the front lobby, multipurpose room and basement level. The improvements and designs will result a nicer look, increased foot traffic, increased community participation, and an increased number of new donors. Maureen suggests the creation of a Capital Project thermometer to track our fundraising progress and create excitement. Tom Murphy inquired re: the time line for the project. Joe answered by stating that there will be three phases; phase 1 will last 22 weeks, during which Carver will be in operation. The financial strategy Rob Kost suggests is to set up a Thompkins account solely for the Capital project to achieve efficient tracking and committee oversight. The project will begin in April 2018. Other grant updates: Applications have been submitted to the following agencies and foundations: Munzer Foundation for \$50K Westchester Youth Bureau for \$7K</p> | <p>Next year Carver will explore the event dates of other non-profit organizations in the area.</p> <p>Ms. Walsh agreed to donate \$500K for renovations.</p> |
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| <p>Finance Report</p> | <p>MBIA for 12K</p> <p>In Progress: Carver’s annual teen dance is scheduled for April 1, 2017 at Arrowwood. 246 tickets have been sold to date.</p> <p>Future Fund raising Projects:</p> <p>2018 will be Carver Center’s 75th year anniversary. This will be a significant milestone celebration for the organization. Many ideas were briefly discussed. For example, a comedy night, an informal event at the Wainwright House or Westchester Airport Hanger, a traditional sit down dinner, possibly a luncheon at the World Hyatt to appeal to the more conservative donors.</p> <p>Create a Hall of Fame and induct 10 people, with video montages instead of speeches. Another suggestion was to plan several events that would appeal to different ages and demographics.</p> <p>The finance report as January 31, 2017 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 \$378k; budget YTD \$430k, variance (\$51k) ahead \$23k from last year. • Food Service profited -- \$45k • Rental Revenue earned a yellow code, still behind budget due to the pool closure and lost BOCES contract. • Student Dance is above budget • Expense side: all areas except CAP are coded GREEN. CAP continues to fall in the Yellow coded area due to the timing of grant disbursements <p>Other Comments: The endowment funds as of January 31, 2017 totaled \$2,060MM, with 68% invested in equities, 23% in fixed income, 7% in cash, and 3% in miscellaneous. The portfolio returned 18.66%. Thompkins Line of Credit loan was paid in full. Net Assets: all green.</p> | <p>NEXT MEETING decide who will Carver honor, key-note speaker suggestions, venue suggestions, and date suggestions, possibly end of January or early February of 2018</p> <p>detailed report in Dashboard format distributed.</p> |
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| <p>Executive Director's Report <i>Joe Kwasniewski</i></p> | <p>Staffing: Joe reported that Eric Rios no longer works for Carver. Brian Hansbury has joined the Carver family as the new Aquatics and Recreation Manager. He has many direct contacts with various foundations, and he plans to bring back the Carver Swim team.</p> | |
| <p>Board Committee Updates</p> | <p>Marketing: Tagean Goddard reported that the Marketing Committee has been focused on improving the Carver website. Carver staff member Joanna has been doing a fine job in managing and maintaining the site. The committee's goal is to improve Carver's public relations and expose the public to the great work Carver is doing for the residents of the Port Chester community. Film producer Taryn Grimes- Herbert has volunteered to help Carver develop a "Carver Success Documentary" showcasing Carver participants such as the members of the Teen Center, and a "Carver Journal" to be printed in the Journal News newspaper.</p> <p>Nominating: Nan O'Neill reported she has five Board vacancies to fill. She stated that her committee is currently collecting names. The criteria for candidates are: interest in the organization, residence outside of the Rye area, professional and cultural diversity.</p> <p>Program: The committee has met with the Harvard Business School Strategic Planning Committee to develop reader friendly Dashboard formatted reports on each of Carver Center's service programs. The CAP dashboard has been completed and reviewed. All dashboard reports will include a participant satisfaction survey that will drive future program planning.</p> <p>Finance: Rob Kost -- the committee communicates with M group on a quarterly basis. Investment allocations continue to remain as a goal to ensure the best returns. \$464k in cash will be moved from the Vanguard account to the Thompkins Asset Management side of the business.</p> <p>Governance: Members will meet next week via telephone conference.</p> <p>Development: The committee is focused on process, execution and strategy. There is good momentum right now, due to the success of concert, new donor friends made, and Britani and Joe's efforts in working with donors to expand their capacities. Maureen</p> | <p>Dashboard for the ASP program completed and distributed to all Board members.</p> <p>Next Board Meeting Tuesday, May 16, 2017 at 7 pm</p> |

suggests that the committee re-examine their fund raising targets and goals and make sure they are realistic.

The meeting was adjourned at 9 pm.

Respectfully submitted,

Sharon L. Davis-Julius

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