



CASA CHILD ADVOCATES OF MONTGOMERY COUNTY

MINUTES: BOARD OF DIRECTOR'S MEETING JANUARY 21, 2016

Present: Jim Funke, James Pung, Scott Creasman, Robyn West, Judy Larson, Cathy Douglas, Sabina Rahman-Garcia, Bob Evans, Steven Earl, Monica Vils-Brawner, Richard Lane, Sharon Geib, Clay McCollor

Not Present: None

Others Present: Ann McAlpin, Cliff Hazel, Penny Plume

- 1.) Opening – 4:30 p.m.
- 2.) Safety Moment
- 3.) Advocate, Cynthia Mandel, told her story on becoming an advocate and then shared a case, which she was able to close, with a happy ending.
- 4.) Unanimous resolution approving Board Minutes for November 19, 2015.
- 5.) Executive Director:
 - a. Discussed reminder for board to send in their \$150.00 CPS Gala donation money, if they wanted to contribute. Ann will send out reminders.
 - b. Discussed need to have three dates for Advisory Council. The potential dates are February 19th, April 22nd, and September 23rd, and all to be lunch dates.
 - c. Discussed how CASA's publicity seems to have turned a corner, and now the Press is calling them wanting to cover the Gala.
 - d. Discussed who might be going to Austin this year for the Texas CASA mandatory Board training. James Pung will go, others can if interested—let Jim or Ann know.
- 6.) Welcomed new board member, Clay McCollor
- 7.) Development Committee:
 - a. Richard to head up the Gift Campaign. \$100,000 is what has been budgeted. Still working on the structure to kick off in April. Maybe have an open house at his home. Need to work on how and who to contact, of the top tier team leaders, to work on more of a grass-roots effort.
 - b. Gala report: 640 tickets have been sold, and tickets for tables are still selling. Discussed going from 66 tables to maybe fitting in 70.
 - c. Discussed how this year, the board has been the strongest ever, with major fundraising, and how all the kids were served. Also, how the oil industry has been strong, but is going to have a tough year ahead, which may impact donations.
- 8.) Strategic Discussion: Rice class on Board Fundraising, and Donor Loyalty
 - a. Discussed the importance of knowing your donors, and how the majority of them are individuals, as opposed to corporations. Suggestion was made that board needs to lunch with donors, so as to get to know them, and perhaps change the

50% turnover rate. Consensus was to work harder to keep donors and take them to the next level.

- b. Discussed the work of cleaning up the database, and giving board members information on how much and how often donors give. Discussed how important the confidentiality of the donors is and maybe the need for legal advice regarding the database. Suggestion was made to use permission forms that also have confidentiality check boxes.
 - c. Discussed how knowing why someone donates would help with the marketing of donations.
 - d. Discussed upgrading our use of the database, defining key metrics and analytics. Upgrading our stewardship activities, and supporting the board to establish relationships with donors. Getting donors to talk about themselves and their families, and adding it to the database. Finding the top contact for companies, and focusing on executives that can get their employees involved. Letting companies know the work their donated money is doing during hard times of laying off people in a down economy.
 - e. After Gala, focus on how to make money from an event, and board contacting donors within a week of the event.
 - f. Special development committee meeting on Friday, February 5th from 11:00 a.m. – 2:00 p.m. at TETRA. Bring laptops. Ann will send out meeting request.
 - g. Judy passed document around for signatures on corporate resolution bank account.
- 9.) Finance Committee:
- a. Scott said financials looked fine, maybe a little low, but should be okay by Gala.
- 10.) Other
- a. Suggestion was made to publicize / list auction items before Gala since it would get better attention.
 - b. Best to know the person that is going to bid high before the actual bidding starts, to help make sure a minimum can be raised.
- 11.) Meeting adjourned at 6:00 p.m.
- 12.) Executive session opened. Adjourned at 6:15.