

BOARD OF DIRECTORS EXECUTIVE COMMITTEE MEETING MINUTES
Capital Area Chapter American Red Cross
November 21, 2006 – Tallahassee Florida

<p>Staff and guests present</p> <p>Chris Floyd and Jessica Norris</p>	<p style="text-align: center;">Board Members present:</p> <p>Lotane, Geri Eaton, Paula Fortunas, Jessica Norris, Keith Dean (Treasurer), Anna Riedel-Johnson (Chairman), Chris Floyd, Bob Scott, Mel Pope, Jaimi Wacksman (Secretary), Jerry Osteryoung, Linda Benedict</p>
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Agenda

Order of Business	Discussion and Action Taken
Call to Order	Quorum established (required each meeting)
Secretary's Report	Minutes approved – motion by Eaton, 2 nd by Pope
Treasurer's Report	Keith Dean – Bookkeeper was hired (Hershel) – He has an accounting background. Came into a bit of a crisis situation but has us all caught up to this point. We are missing some grants for expenses. We have \$100,00 in expenses and only \$5,000 in grant revenue. Regarding budget – Dean will key in numbers so we have something for our board meeting next week. We need a variance report. We are in good shape cash-wise with \$500,000 in the bank. The audit was due at end of August. Floyd speaks to Nationals regularly and they know our situation. Scott expressed concern if they were upset with us. Floyd assured us they are not and are content that we are keeping an open line of communication with them. Dean let us know that the firm in PC proposed \$15,000 which is way too high. We are hoping to find more in the \$10,000 range. We opted for them because they have ARC experience. Pope wanted to know how long until firm engaged and Dean said hopefully 10 days or less. Fortunas asks about a RFP – even playing ground necessary and we were assured that yes there was a RFP sent out.
Standing Committee Reports	<p>Floyd reminds us of 21st anniversary of Hurricane Kate. Our tornado response was textbook and we were able to raise the entire fund by 1 donor (a church).</p> <p>Community Operations Center – met face to face along with Osteryoung, Floyd and Charlie Lee. We are still responsible for furnishings for new building but National has started a fun for deferred maintenance. Land is Dec 7 for a joint community city and county meeting – we will be presenting there. Floyd and Eaton will represent us. We will be looking to have the northwest corner of property. Pope asks if we know what we are asking for and how long before architectural design? Floyd let us know that we are asking for 3 –5 acres of a 10-acre parcel, which we will need for parking, etc. We should have the preliminary architectural info March and June is scheduled ground breaking. Eaton let us know that after talking with them there is some flexibility in timeline.</p> <p>Front desk person left and we have filled that position with</p>

	<p>volunteers.</p> <p>BOD meetings will be at Old Towne, same day and time. BOD members will be billed for meals starting with the next meeting.</p> <p>Chapter Performance Standards – not as many now! Will hand out facts sheet at next board meeting.</p> <p>County Advisory Team Concept – mid Jan we are on track for Gadsden and have found non board members to help. We will have a needs assessment there and also a presence assessment to see how we are seen in that area.</p> <p>Community Presence Chapter Initiative – We were unsure if the EC of our chapter (a regional chapter) would be a national employee or a chapter employee. It was confirmed that the “Chapter Management Position” will NOT be a national employee. There will be 2 community presence chapters that will report to us.</p>
<p>Special Committee Reports</p>	<p>Committee Reports –</p> <p>Strategic Planning Committee – Scott met with Floyd. Not much to report now</p> <p>Governance Committee – Lotane has a committee now! (Gardner, Jim Christy and Kim Fish). Trying to schedule a call. Would like to create a survey for our current board for what type of board members we should be recruiting. Currently we do not need any board positions filled. We will concentrate on outlining counties at this point.</p> <p>Search Committee – Bustle not present but Lotane mentions that she knows of someone who wants to apply f(Frank Wood) and recommends that he would be excellent. Deadline is 30 days from when ad went out.</p> <p>Financial Development Committee – Osteryoung reminds us of Golf Tourney on Dec 11. We only have 14 teams right now. Dec 7 is the deadline. He recommends that we get rid of Golf Tourney next year. Other ways to make much more money. Dustoff is Jan 12, 6 PM and Network of Young Professionals is selling tickets for us. Gems and Jeans is March 31 and will be chaired by Julie Roberts. Her goal is \$100,00, which Osteryoung thinks she will easily attain. Will be held at Goodwood. Direct Mail Campaign - Grisard is who we are using currently and they let us know that we are doing the best among comparable groups. Osteryoung still thinks we can do better.</p> <p>Community Campaign – Pope – Haven’t really met yet. He asks that we as a board really promote these first meetings. Discussion on whether to call this a Community Campaign or a Capital Campaign. Fortunastresses that we need 100% board participation. Usually you need 30% of your actual goal before you announce to the public. Fortunasthas much experience on large campaigns and has offered all of her help and services but she is not able to Chair this one because of her current position at the hospital. Pope will consult with Osteryoung and his committee. Goal is to turn higher donors into philanthropists. Donor intent.</p> <p>Program and Services Committee – Benedict has been sick so she has not been able to schedule a meeting.</p> <p>Community Relations – Murphy was not present but Johnson-</p>

	Riedel let us know that they are using Tim Foria for PSA's. Campaign is "I didn't know that" about Red Cross. 10 of them in all. Done by first of year. Pope – Ongoing awareness – suggests a 3-year plan with media.
Unfinished Business	Floyd would like clarification on what we are calling our campaign – Community Campaign was unanimously voted on (vs. Capital Campaign) Floyd would like clarification on if Community Campaign will be under Financial Development or its own separate committee. Osteryoung jokingly prefers it separate but Fortunas asks for the opportunity to put materials together before we make a final decision.
New Business	None
Executive Session	
Adjournment	Meeting adjourned @ 4:05 PM
Minutes prepared by: (required)	Jaimi Wacksman
Signature of Preparer: (Not required on DRAFT document submitted to the Service Area, but is required for copy maintained at the chapter)	