

Livingston County CARES Inc. Board of Directors Meeting

MacVittie College Union - Room 324

Thursday, December, 5, 4:00 - 5:00 pm

**APPROVED MINUTES**

Attendance:

Present: Chaparro, Freeman, Iturbides, Matthews, Natoli, Kennison, Clarke, Lee, Bailey, DeRider (non-board member), Palumbo, Wilson

Absent: Bolesky, Colon, Donohue, Harvey, Huff, Kallio, Lehman, Nieves, Stickle

Call to order: 4:05

Approval of minutes from October 21, 2019 meeting: A motion to approve the minutes was made by Bailey, seconded by Wilson. Approved unanimously.

**Officer Reports**

President (Matthews): Lee and Matthews reported out on their presentation to the Village of Geneseo Board of Trustees. Discussed if we should seek to have representation on the board by a trustee, town supervisor, etc. Matthews and Lee educated trustees about the work of CARES including Home Away From Home Respite and the Geneseo/Groveland Food Pantry.

Secretary (Freeman): No report.

Treasurer (Bailey) : Presented the financial report ending 10/31/19. Balance looks slightly higher because airfares are not yet paid for January trips and the Gumbo to Go bill from CAS has not been received.

Committee Reports:

Executive Committee:

Events and Marketing:

Finance:

Governance:

Gumbo to Go / Annual Meeting: Review of Gumbo to Go Fundraiser

Trips: Palumbo shared a table outlining the trip registrations, category (student/fac/staff/community), and grant amounts as well as the number of slots available. Palumbo noted the open spots on the Tampa and NJ trips. Southwest permitted us to purchase tickets with the ability to change the name on the ticket up to 72 hours before the flight. Board members discussed the challenges of getting students to sign up and engage with Livingston CARES this year. Palumbo and Freeman shared the strategies employed: flyers, tabling in the MacVittie College Union and in Residence halls, social media, during Summer Orientation, and through GOLD workshops on Service and Volunteerism. Kennison shared that Study Abroad students are expressing having financial constraints as well as time restraints that are keeping them from signing up for the trips.

Matthews asked students present to share their thoughts on why we are struggling to fill the trips:

Chaparro - New Jersey does not have an appeal to students. They'd rather spend their time and money elsewhere. Lee asked if it's a lack of explanation? Chaparro said maybe, but more that the trip does not look interesting and relevant. Chaparro offered that we should pursue trips in areas that appeal to students - more trips to Puerto Rico, possible trip to the Bahamas. Clarke shared that money is an issue for some students. Wes shared that the change in the student body is expressing more anxiety around money and time management and that student's time is already obligated to other responsibilities.

Intersession is becoming an issue, and students have expressed not signing up because of taking intersession courses. Palumbo reported that six students shared with him that intersession impacted their decision to serve, and that some students will be struggling to fulfill their intersession course requirements while on the trip. Kennison offered the possibility of integrating intersession courses with the CARES trips to make them a 3 credit experience - develop integrative learning opportunities that would be offered through CARES. Kennison mentioned the Excelsior scholarship and that taking an intersession course is sometimes a way to make up for missed credits (must be toward the completion of your degree). Kennison continued to share that students come in with AP credits that limits their ability to take courses that are not specifically linked to their degree. Lee shared that we must make the trips competitive to the other offerings of the College in intersessions.

Matthews asked what incentivizes or disincentivizes students to do this work and shared that the 1 credit Livingston CARES Service Learning course does not cost the student. Chaparro shared that the class is great, was valuable, and that the entire experience is beneficial and helps you stand out as an applicant. Clarke asked if there's any way to connect the CARES experience to GOLD and the leadership certificates. Matthews shared the Generation Z book and research and the change in cultural and social movements of this generation and that we have to be responsive and thoughtful about communicating to the current generation when marketing the trips. Matthews shared that the Generation Z research indicates that students are less interested in volunteering and are more interested in changing and addressing the core, fundamental issues and underlying structural systems that have created and perpetuate inequality, poverty, and other important social challenges. Matthews asked how do we communicate the human aspect of this work? Kennison shared that we need to get videos from each student that goes on a trip telling a 2-4 minute story about their experience. Kennison explained that Study Abroad has a framework in place that provides students a guide to creating these short video dispatches that we could replicate. Lee and Iturbides asked if the student leaders could take and produce the videos on site? Matthews asked students which social media platforms students are using: Instagram? Snapchat? Matthews believes using these platforms will increase our efficacy in promoting the trips and sharing our message of service. Lee suggested that we make this a target to have students take and produce videos that we can use during our annual meeting and as promotional material. Kennison shared that there needs to be some guidance and support for students to learn the process. "Tell a story in 3 minutes...tell a story in 2 minutes" (Fulbright does this) Lee asked if we can facilitate this process at the training and orientation. Chaparro asked if this video recording could be integrated into the 1 credit course. Matthews made an appeal to fill the Jan trips to Tampa and NJ. We can still recruit for the March trip to Tampa - Could we possibly make this trip happen in March?

<u>Trips and Dates</u>	<u>Total Spots</u>	<u>Registrations</u>	<u>Available spots</u>
Puerto Rico January -	12	Full	
Tampa January	10	8	2*
New Jersey January	7	3+1 (Tim Lowmaster has yet to register)	3
Puerto Rico March	12	Full	
Tampa Florida March	14	Cancelled	
Florida Keys March	14	13	1
Florida Keys May	7	6	1

### Items for discussion:

- Trips update and challenges with recruitment of volunteers - particularly Tampa and New Jersey (see above in Trips committee section)
- Current and future fundraising efforts:
  - ROC the Day on December 3 produced \$309 contributions from 3 people. This has potential for future years. We do not know the results of the SEFA campaign that ends on December 9.
  - Lee shared fundraising committee notes: Meeting with Tom Nick, Wes, Eddie.
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Fundraising Discussion: Lee believes that Livingston CARES does not have a culture of fundraising. The current fund balance is approximately \$50,000. The question is where do we want to be financially? There are challenges that exist including limitations with financial grants, and the decrease in funding for the Center for Community from Campus Auxiliary Services that now means no support for the Gumbo to Go Dinner. Discussed other forms of income generation: Amazon Smile is minimal but it does produce about \$20 a quarter. The two Gumbo to Go Dinners produce approximately \$5000 each year before expenses. Groceries for the two dinners are about \$1,000.00 each resulting in about \$3,000.00 net per year. Lee advocated for more internal giving with a goal of having 90-100% of the board members making contributions to CARES. Lee asked if we should do an annual CARES Alumni appeal and broaden outreach to groups such as Kiwanis and Rotary. Lee asked how we advertise to the community and community agencies. Wes shared that UUP statewide leadership is asking local chapters to be more visible in the community and to form alliances with organizations that share a common mission. UUP could promote sending UUP members on trips and helping with projects such as Gumbo to Go. Sponsorship is a broader category that does not mean just giving money to Livingston CARES to help members go on trips. **(See attached notes from Fundraising Committee)**

Matthews asked if students would be willing or interested in raising funds for CARES to help make the \$1000 match for Puerto Rico? Lee suggested that we need to be clear about the roles and expectations of board members and their ability and interest in working on fundraising? Who will be able to do this work? What are the expectations of board members to help fulfill this work? Lee shared that we need to create a new paradigm for board member recruitment and responsibilities that supports our current needs of income generation and communication strategies. We need to identify individuals to engage in developing marketing and outreach strategies. Matthews

asked if student board members would be willing to connect CARES to other campus events? Kennison suggested that we should be more public about our service trips and programs and that we should develop a public relations plan for each year. Clarke offered that maybe we could do some fundraising on a very local level that might include selling items to students. Lee suggested that we might celebrate our 15 years with an anniversary in the fall. Could we create some events and programming and use it to help us share the benefits of service with CARES as well as raise some funds? Do we have the capacity to engage in this undertaking given the restraints of staff time and workload? Are other board members willing to work on such a project? Freeman suggested one project that students could work on would be to create email and regular mail distribution lists.

#### **New Business:**

- Approval of the proposed language changes from Lehman and Matthews to amend the by-laws as follows:
  - Last sentence for each of the officers changed to read: “The Board (Chair/President) (Board Vice-President) (Secretary) (Treasurer) ... is authorized to carry out financial transactions per policy and approved actions of the Board of Directors.” Natoli moved and Kennison seconded a motion to amend the by-laws with this change. The motion was approved unanimously.
  
- Motion to authorize officers to establish an interest bearing savings account at KeyBank: A motion was made by Natoli and seconded by Kennison. Motion approved unanimously.

Meeting adjournment: A motion was made by Palumbo and seconded by Freeman to adjourn.  
Meeting adjourned at 5:15 pm

#### **Please save the following dates for Livingston CARES Activities:**

##### Meeting dates:

Mon. Jan. 27, 2020, 4:00 - 5:00 pm - MacVittie Union Board Room 351  
Mon. Mar. 9, 2020, 4:00 - 5:00 pm - MacVittie Union Board Room 351  
Mon. Apr. 13, 2020 4:00 - 4:30, Corporate Meeting, 5:30 - 7:00 and Board of Directors Meeting  
- Interfaith Center, 11 Franklin St.

##### Other Dates:

**Gumbo to Go planning meeting:** Thurs. March 5, 12:00 - 1:00 pm (location TBD)

**Gumbo to Go:** Thurs. April 2, 2020

**Geneseo Goes to Town:** Sat. April 18, 2020

#### **2019-20 COMMITTEE ASSIGNMENTS:**

Executive Committee: Chair, Matthews. Members: Bailey, Freeman, Lee, Huff, Palumbo

Governance Chair, Freeman. Members: Palumbo, Stickles, Lee, Natoli, Wilson

Events and Marketing: Chair, Freeman. Members: Bolesky, Iturbides, Harvey, Chaparro, Nieves

Finance Committee: Chair, Bailey. Members: Kennison, Colon, Kallio, Lehman, Clarke

Fundraising: Chair, Eddie Lee. Members: Matthews, Palumbo, Kennison, Iturbides, Colon

Gumbo to Go & Annual Dinner: Chair: Freeman Members: Donohue, Bolesky, Iturbides, Chaparro, Nieves

Scholarship: Freeman, Matthews, Palumbo

Service Trips: Chair, Natoli. Members: Harvey, Colon, Matthews, Palumbo, Chaparro, Clarke, Huff, Nieves, Stickles