

# ELP BOARD MEETING NOTES

November 15th, 2023

Call to Order: 8:34 am

Adjourned: 9:22 am

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## Attendance

x Ackerman, Adam	x Faulkenberry, Tom	McCallum, Sedrick	Taubenkimel, Cindy
x Bentley, Daniel	x Frothingham, Judy	x Mendoza, Dawn	x Thompson, Crystal
x Brown, Lisa	x Green, Carolyn	x Moore, Laura	x Thompson, James
x Bush, Niki	x Guenther, Courtney	Neelands, Angel	x Williams, Lisa-Anne
Close, Will	x Harris, Hilary	x Owens, Robin	
x Culp, Jane	Hefney, Janet	Powell, Erin	
x Echols, Sylvia	x Hubbard, Rachel	x Reno, Jim	
Edwards, Martha	Kelly Brittany	Schmolze, Tommy	
Elliott, Jessica	x Lisk, David	x Surratt, Kristen	

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## Minutes

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### Welcome

**Presenter:** Lisa-Anne Williams

- Welcome
- Approval of October 2023 meeting minutes
  - Motion to approve – Lisa Brown
  - Second – Judy Frothingham
  - October 2023 minutes unanimously approved
- Pledge contribution rate: 58% of board members have donated some or all of their pledge
- Bookmarks reminder

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### Financial Report

**Presenter:** Adam Ackerman

- Bank Balance as of 10/31/2023: \$63,995
- Schwab Balance as of 10/31/2023: \$103,593.45 (5.08%)
- Total Cash: \$167,588.45
- Total Donations in October: \$14,576.39
  - Carolina Panthers Charities: \$4,000
  - EW Process: \$1,500
  - Clover School District: \$7,000
- Endowment Balance 09/30/2023: \$55,491
- ROR
  - Credits Spent: \$2,968
  - ROR Credits Earned as Income: \$12,398.63
  - ROR Credits Remaining: \$15,941.65
- Net Income as 10/31/2023: (\$8,662.53)

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### Programs Report

**Presenter:** Niki Bush

- Website - Created footer menu
- Wee Read - Volunteer packet completed and submitted; next step is vaccines
- Reach Out and Read
  - Ordered books for North Central, Sunshine Pediatrics, Tri-County York, and Atrium Rock Hill

- Community Book Giveaways - REACH Fall Festival. Thank you to Sylvia and Adam for coming out and supporting us (see photos, attached)
- Winthrop collaboration - clients for Dr. Joseph Kasko's Mass Communications class: social media, podcast
- Received feedback from BBB and created annual report for ELP

Lisa-Anne Williams: I noticed that even though I follow ELP on Facebook, I don't always see the posts. So please go to our page and look at the posts.

Kristen Surratt: Good thought, Lisa. I realize that I no longer see ELP posts.

## Executive Director Report

**Presenter:** Rachel Hui-Hubbard

- Kudos to Niki for social media! Please submit any photos of you especially with books, reading to young children
- Great partner meetings
  - Dr. Epps: thank you Jane Culp for your letter of support
  - Erin Powell and York Electric: the Born Learning Trail project is moving forward. We've identified Hickory Grove as the site for the pilot trail
- Grateful to the following supporters:
  - Main St. Bottle for having a fundraiser and book drive for ELP for the month of October. We raised \$111.88 and had fun doing it. Thank your Courtney and Laura for coming out to support us. See photos, attached
  - Sweet Repeats Foundation Grant - \$700. See our social media for photos
- Second QuickBooks Training with Kim who will be rolling off as our bookkeeper at the end of the year. Niki will be our bookkeeper effective Jan 1.
- New board member Courtney Green, a speech and language pathologist who uses literacy in her therapy, will be joining us. She will attend the December board meeting.

Adam Ackerman: As far as having all the accounting in house, how is that backed up?

Rachel Hui-Hubbard: We were using the desktop version of Quickbooks, but we switched to the cloud version.

Laura Moore: I just want to mention internal controls, with all accounting being in house, since we've had an outside person to monitor transactions, even if it was based on info that we give them. However, we do have a different person who handles our taxes, so that accountant does provide another level of oversight. So we will still have that internal control. Didn't that accountant mention that over 70% of our funds go to programming costs?

RHH: That's right, were jumping ahead a bit but we can use that as a talking point.

## Workgroup Reports

Lisa-Anne Williams

- Events: Met with Judy to plan our literacy ball celebrating our 25th anniversary. We're looking for silent auction items. More to come
- Date set for 3/2/24
- Location: The Gathering Space at Kounter
- International theme with international dishes from Chef Rob
- Head count needed by mid-February
- Sponsorship packet in the works
- We need silent auction items as well as a "celebrity" auctioneer (AA: Lucas McFadden?)
- Goal: have everything ready to go by mid-January
- Special 25<sup>th</sup> Anniversary logo (Erin Powell)
- Speaker: A local author OR parent/pediatrician who can speak about ROR
- Board Connections - Daniel Bentley
  - October birthdays: Jim Reno (20th), Tom Faulkenberry (25th)
  - November birthdays: Brittany Kelly (5th), David Lisk (19th)

## In the Know

Lisa-Anne Williams

- Employer matching programs – Courtney Guenther

Courtney Guenther: I worked at an organization that matched donations; you may want to check to see if your employer does. Companies have to approve the organization. If you haven't made your board pledge yet, this may be a great opportunity!

Laura Moore: Sometimes it works for mates as well, your spouse's employer may have a matching program.

- Talking points - Rachel
  - What do you know about the Community Reinvestment Act (CRA)? See the attached fact sheet from the Federal Reserve. When you're promoting ELP especially to financial institutions, please mention that we primarily serve low- to middle-income families, an integral component of CRA.
  - According to ELP's 2022 990, 75.7% of our spending goes to program costs. Over 75% is good. Potential funders and donors refer to this information when making decisions about contributions.

RHH: Jim could you speak a little on CRA?

Jim Reno: Sure, I'm excited, on an education related board, to have a chance to talk about something related to banking!

CRA:

- Put into place in the 1970s
- Designed to encourage banks to help others. There are
- 5 different types of evaluations
- Banks are looked at for lending, investment, and community service
- Banks have a CRA rating that is looked at by bank examiners
- Certain criteria has to be met for nonprofits - the ELP website helps, you can see from the website that we serve low to moderate income families

The take away is that you can say with confidence that banks giving to ELP are getting CRA credit. Hopefully this will help you solicit donations from banks!

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## ***Other information***

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### **For Your Calendars**

Lisa-Anne Williams

- January board meeting will be in person on Wednesday January 17, 2024 at 9:00am at the Mercantile, 153 E White St, Rock Hill. Submit baby photos for our ice-breaker activity. Additional details to follow.
- Saturday March 2, 2024: Literacy Ball celebrating ELP's 25th anniversary

### **Getting-To-Know-You Breakout Session**

- If we went out for a karaoke night, which song would you choose to sing and why?

**Next Zoom ELP Board Meeting:** Wednesday, December 20, 2023 via Zoom