

ELP BOARD MEETING NOTES

February 21, 2024
Call to Order: 8:33 am
Adjourned: 9:21 am

Attendance

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

Minutes

Welcome

Presenter: Lisa-Anne Williams

- Welcome
- Approval of January 2024 meeting minutes
 - Motion to approve – Sylvia Echols
 - Second – Lisa Brown
 - January 2024 minutes unanimously approved
- Percentage of board members who've contributed some or all of their pledge: 80%
- Bookmarks reminder

Financial Report

Presenter: Adam Ackerman

- Bank Balance as of 01/31/2024: \$92,335.35
- Schwab Balance as of 01/31/2024: \$104,923.36 (5.04%)
- Total Cash: \$197,258.71
- Total Donations in January: \$30,910.47
 - EW Process: \$1,000
 - Rock Hill School District: \$8,000
 - Dick and Jan McCoy: \$10,000
 - First Citizens Bank: \$10,000
- Endowment Balance 1/31/2024: \$60,543
- ROR
 - Credits Spent: \$4,618.25
 - ROR Credits Earned as Income: \$0
 - ROR Credits Remaining: \$11,474.15
- Net Income as 01/31/2024: \$34,035.71

Adam Ackerman: We're moving more money over to the Schwab account, just wanted to let everyone know about that. Rachel has been on her soap box and raising money!

Programs Report

Presenter: Niki Bush

- ROR – Progress reports are being completed; due 3/1/24

- NICU orientation completed at Piedmont
- Rock Hill Pediatrics' request to provide "Sleep Baby Safe & Snug" at all newborn well-child visits
- Winner of last month's baby photo contest – Congrats to Sylvia Echols!

Executive Director Report

Presenter: Rachel Hui-Hubbard

- Events work group is working hard!
- Board members contribute basket
- No conflict from Historic Rock Hill; they're donating basket for the auction
- Dr. Roddey potential speaker
- Shout-out to Erin Powell for her graphics work for the Gala
- Organizations in our area recognize the work that we do by taking care of us: River Hills/Lake Wylie Lions and Lake Wylie Mayday
- Connected with a new liaison, Rachel Ludec at Family Trust
- Meeting with Tyson Blanton, Duke Foundation

Rachel Hui-Hubbard: For the gala speaker, I talked to Angelo Geter, Rock Hill's poet laureate. We've known Angelo for a while so he will be able to speak about ELP and what we do.

Sylvia Echols: For those who don't know Angelo, he is an excellent poet and speaker. I think he's a really great choice!

RHH: I also want to acknowledge you guys for the work that you do! Rachel Ludec was telling me about a time in her life that she was going to the laundromat with her daughters, and they always requested to go to the laundromat with the books! (ELP Loads of Literacy)

Dawn Mendoza: Do we have any signs that let people know that we are providing the books? Several of the businesses I talked to didn't know that we are the organization giving out books at pediatric offices. Anything we can do to get our name out there and let people know what we do.

David Lisk: When you put books in the laundromats, were they registered with the Little Free Libraries? There was a project with Rotary where we put in several LFLs. They all have signs since they are registered. Preschool books go quickly and we constantly have to refill them. If you'd like, we can have a conversation about that.

Workgroup Reports

Presenter: Lisa-Anne Williams

- **Events:** Judy Frothingham

Judy Frothingham: We have secured sponsorships to cover our costs and more. We are on a great track! Some examples of baskets with donated items include a "Baxter basket" and I'm trying to do the same thing for downtown Fort Mill. Right now, we have about 16 in kind donations for the silent auction. For the live auction, we have 2 homes – a coastal home and a mountain home. Adam is working on the Panthers and Hornets. If anyone has a home or travel or experience things, we are thinking about foodie things or classes. Our goal is 5 items for the live auction. We have a meeting next week with Kounter and most importantly, we are going forward with our media plan. We have some info that you as board members can send to friends and family, as well as social media like a Save the Date. Please send to your contacts and like the posts on social media. We really only have about 50-60 tickets left to sell. We may run out, but that's what we want! We are still working on music for the event. Rachel knows a DJ who we may hire for the event.

RHH: Crystal, this is Lauren and DJ Jeff.

Crystal Thompson: I was thinking they would be a good fit!

RHH: We are also looking at live music, Jason Herring offered to do it for free. He's going to be playing at Southern Hills Gastropub soon, so I'll send out that date and maybe we can meet up there.

JF: We also talked about doing a short discussion with a pediatrician. We want people attending to understand the importance of what we do. We're in a really good place with about 2 months to go!

Lisa-Anne Williams: So have all sponsorship slots been filled? Can we still accept sponsors?

JF: Absolutely! We've almost met our goal of \$15K. If we get some really robust live auction items, we'll be looking at \$15k in the rearview. But don't take your foot off the pedal yet!

LAW: If anyone has ideas for baskets, should they contact you and Rachel?

JF: Yes. Baskets would be great, but any gift cards, anything you can do – we can always put a basket together ourselves.

RHH: I hate asking people for money or things, but it's pretty easy to get stuff– any company you can think of, just google and check their charitable giving. Many have a form you can fill out for a donation. You may get some nos but people will get back to you.

JF: Just one more thing – when I was at Fish Market, the manager was telling me how important the books were to her and her child. She gave me a gift certificate right then and there.

RHH: I also want to thank Courtney Guenther and Dawn Mendoza – you guys have been hitting the pavement and I really appreciate that!

- **Board Connections** (Daniel Bentley; Sylvia Echols, Kristen Surratt):
February birthdays: 20th – Dr. Tommy Schmolze
- **In the Know** (Courtney Green, Hilary Harris, Janet Hefney, James Thompson):
Celebrate Black Educators: Diversity, Equity, and Inclusion
<https://youtu.be/mqxLim4Jo6c?si=1QrcZrofrYV7tCbM>

RHH: Great presentation, thank you for that – it was very informative!

LAW: I am a numbers person so that really spoke to me.

Janet Hefney: We had a great time putting this together. It's important information!

LAW: Can we use some of these slides and post on social media?

RHH: Yes! That's all Niki.

Other information

For Your Calendars – “*We look forward to your participation*”

- Next ELP board meeting via zoom Wednesday, March 20, 2024
- Literacy Ball – May 4, 2024