

ELP BOARD MEETING NOTES

January 17, 2024

Call to Order: 9:00 am

Adjourned: 9:45 am

Attendance

x Ackerman, Adam	x Elliott, Jessica	x Kelly Brittany	Schmolze, Tommy
Barber, Katie	x Faulkenberry, Tom	x Lisk, David	x Surratt, Kristen
Bentley, Daniel	x Frothingham, Judy	McCallum, Sedrick	Taubenkimel, Cindy
x Brown, Lisa	x Green, Carolyn	x Mendoza, Dawn	Thompson, Crystal
x Bush, Niki	x Green, Courtney	x Moore, Laura	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	Hefney, Janet	x Powell, Erin	
x Edwards, Martha	x Hubbard, Rachel	x Reno, Jim	

Minutes

Welcome

Presenter: Lisa-Anne Williams

- Welcome to our guest speaker, Dick McCoy
- Percentage of board members who've contributed some or all of their pledge: 85%
- Approval of December 2023 meeting minutes
 - Motion to approve – Lisa Brown
 - Second – Dawn Mendoza
 - December 2023 minutes unanimously approved
- Bookmarks reminder

Financial Report

Presenter: Adam Ackerman

- Bank Balance as of 12/31/2023: \$70,901.71
- Schwab Balance as of 12/31/2023: \$104,705.70 (5.06%)
- Total Cash: \$175,607.43
- Total Donations in December: \$17,286.98
 - EW Process: \$1,000
 - BNA CPA/Wealth: \$5,000
 - Founders: \$2,500
 - SC Port Authority \$2,500
- Endowment Balance 11/30/2023: \$58,067
- ROR
 - Credits Spent: \$0
 - ROR Credits Earned as Income: \$6,175.50
 - ROR Credits Remaining: \$16,092.40
- Net Income as 12/31/2023: \$12,602.09

Programs Report

Presenter: Nicolette Bush

- Delivered partner books to North Central, Bright Beginnings, and Jingle A Thon – effective use of resources
- Restocked inventory of high-contrast newborn books (see examples)
- Officially approved for volunteering at Piedmont

Executive Director Report

Presenter: Rachel Hui-Hubbard

- Received checks from RHSD and First Citizens
- Social media reach is expanding
- Niki has officially taken over bookkeeping responsibilities. We are so thankful to Kim Brock!

Workgroup Reports

Presenter: Lisa-Anne Williams

- Events: Judy Frothingham

Judy Frothingham (JF): We need folks to volunteer to reach out to potential sponsors; Rachel and Sylvia need additional help. Please sign up if you're willing to help. Also, please add companies who do philanthropic donations. The more prospects we have, the more likely we'll be successful. I also provided a planner showing the dates we need to meet. We also need an auctioneer and major in-kind donations. For the auction, we need 3-5 large items such as vacation homes or a weekend trip. Thank you Erin Powell for the AMAZING graphic design work! We're finalizing the web page and QR codes for tickets and donations. We'll email those materials out to everyone.

Sylvia Echols (SE): I'm relieved that the date has been pushed out!

Rachel Hui-Hubbard (RHH): On the sign-up sheet, please feel free to scratch out my or Sylvia's name if you are willing to contact anyone. Also please reach out if you know anyone who can contribute a silent auction item. We have a friend whose mom is going to make a dog themed basket.

JF: I'm donating an hour-long skating session. If you have any special talents, please let us know. It's incumbent for us as a board to get out here and do this. Please add to that list.

Kristen Surratt: One thing to note is that when you go to a restaurant or store, just ask. No donation is too small. Don't say no to anything! We can make it into a bigger item.

JF: We'll be meeting monthly, every Monday, but please reach out to me if you get any donations. We'll keep a tracker.

SE: One suggestion, once we get the materials, we should email them out.

JF: Niki will be working on a social media campaign as well. I'd like to get major sponsorships covered before we focus on ticket sales.

Laura Moore (LM): I have a question about Mayday – what about cannibalizing that contribution for the event?

RHH: Steve contacts me periodically and they typically give about \$2k per year (unrestricted funds).

LM: I was just wondering if we shouldn't ask people that typically give donations.

JF: An anchor sponsor would be really great!

David Lisk: A conversation to have with someone who is already giving is that this is a new event – "We need your help getting this off the ground." That way they see it in a different way

- Board Connections: Sylvia Echols
 - January Birthdays:
 - 7th – Erin Powell
 - 17th – Laura Moore
 - 22nd – Jessica Elliott
 - 26th – Niki Bush
 - 31st – Adam Ackerman
 - In the Know: Guest Speaker Dick McCoy
 - Icebreaker Activity

Other information

For Your Calendars – "We look forward to your participation!"

- Next ELP board meeting via zoom Wednesday, Feb. 21, 2024
- Saturday May 4, 2024: Literacy Ball celebrating ELP's 25th anniversary

