

ELP BOARD MEETING NOTES

November 20, 2024

Call to Order: 8:33 am

Adjourned: 9:08 am

Attendance

x Adkins, Sarah	Elliott, Jessica	Keese, Savanna	Schmolze, Tommy
x Barber, Katie	x Farris, Tina	Kelly Brittany	x Taubenkimel, Cindy
Bentley, Daniel	x Faulkenberry, Tom	x Lisk, David	x Taylor, Ashley
x Bush, Niki	x Frothingham, Judy	x Mendoza, Dawn	x Thompson, James
x Cobb, Catherine	x Green, Carolyn	x Moore, Laura	x Williams, Lisa-Anne
x Culp, Jane	x Green, Courtney	Neelands, Angel	
Douds, Jill	x Guenther, Courtney	x Nichols, Erin	
x Echols, Sylvia	x Harris, Hilary	Owens, Robin	
Edwards, Martha	x Hubbard, Rachel	x Pollock, Casey	

Minutes

Welcome

Presenter: Laura Moore

- Welcome
- Percentage of board members who've contributed some or all of their pledge: 40%
- Approval of October 2024 meeting minutes
 - Motion to approve – LA
 - Second – Sylvia Echols
 - October 2024 minutes unanimously approved
- Please like us on IG, FB, LI, and repost
- [Elevator pitch – please talk to your contacts about ELP](#)

Financial Report

Presenter: Ashley Taylor

- Bank Balance as of 10/31/2024: \$69,339.90
- Schwab Balance as of 10/31/2024: \$147,096.41
- Total Cash: \$216,436.31
- Total Donations in October: \$17,726.91
 - York School District: \$3,500
 - United Bank: \$2,500
 - Rock Hill School District: \$9,000
 - EW Process: \$1,000
 - Lake Wylie/Clover Mayday Project: \$1,194
- ROR Credits Spent: \$2,554.25
- ROR Credits Earned: \$32,636.72
- ROR Credits Remaining: \$33,392.61
- Net Income as 09/30/2024: \$36,563.81

Programs Report

Presenter: Nicolette Bush

- Met and gave ROR overview to new clinical staff members at Tri-County Pediatrics
- Distributed books at Rock Hill Symphony event – thank you Sylvia Echols and Jane Culp
- Picked up books from the South State Bank book drive
- First ELP newsletter was sent!
- Social Media Board Member Spotlight – submit photos
- Elevator Pitch talking points & infographic
- Reach Out and Read Overview

Judy Frothingham: It would be great to have some ROR bullet points to include in our elevator pitches.

Nicolette Bush: So I'm currently taking a nonprofit management class and we had to create an elevator pitch to present to the class, which I included as an example. Once you mention that our nonprofit is about children and literacy, that speaks to people, so I think we have a lot to work with as far as elevator pitch content.

Rachel Hubbard: This is Niki's elevator pitch, but please review it and come up with your own. It's better when it comes from the heart.

Executive Director Report

Presenter: Rachel Hui-Hubbard

- Marketing:
 - Christmasville – Christmas Wishes and Pre-School Day
 - Book donations to Rock Hill Rotary Oyster Roast
 - Piedmont Medical Center
 - What to say about ELP: see attached infographic, bookmarks, talking points, Niki's elevator pitch
 - Help us expand our reach! Share our posts, like us, and follow us on Instagram, Facebook, and LinkedIn
- Comporium grant for book vending machine will be distributed Q12025
- Steve Gaver from Lake Wylie MayDay visited Carolyn Green at Bright Beginnings to see the book vending machine.
- Parenting Partners field day at Hickory Grove/Sharon park and Sylvia Circle Family Learning Center Fall Festival
- [Ambassador packet for board members](#)

RH: Laura Moore carries our infographic to help her talk about ELP; familiarize yourself with our programs and please reach out to us with any questions. It helps so much when you all follow us, like, and share on social media because it expands our network.

Workgroup Reports

Presenter: Laura Moore

Workgroups for 2024-2025:

- **Board Connection:** Daniel Bentley, Catherine Cobb, Savannah Keese, Dawn Mendoza, Lisa-Anne Williams
 - **November birthdays:** Brittany Kelly (5th), David Lisk (19th)
- **Thank You Notes:** Jessica Elliott, Tom Faulkenberry, Carolyn Green, Courtney Guenther, Hilary Harris
- **Read To Me Fundraiser:** Sarah Adkins, Tina Farris, Erin Nichols, Robin Owens, Casey Pollock

- **Education:** Katie Barber, Jill Douds, Courtney Green, James Thompson
- **Nominations:** Judy Frothingham, Laura Moore
- **Endowment/Finance:** Ashley Taylor
- **Events/Fundraising:** Judy Frothingham

LM: You can see the board working group assignments. Rachel will be sending out emails regarding the groups.
RH: Read to Me group, I need to schedule a meeting with you all.

In The Know:

- York School District’s \$90M bond referendum passed by a 64-to-36 margin. The plan includes the conversion of York One Academy into an early childhood learning center. For additional details about the bond, visit <https://www.york.k12.sc.us/services/growth>.

RH: Jessica Elliot is making a video, so unfortunately, she couldn’t be here to talk about the bond.

- Rock Hill School District’s CERDEP 4K teachers are beginning LETRS EC through the state. This is going to be tremendous for our early childhood teachers to learn more explicit opportunities to teach foundational skills.

Katie Barber: Our funding source for 4K is CERDEP. They want pre-k across the state and it’s really exciting for teachers! We started LETRS training, structured literacy on decoding. Letters have sounds and sounds make words. We have 19 teachers that will engage in EC LETRS. This emphasizes phonics instruction. We are really excited that 4 year olds across the state will benefit from this!

Breakout Rooms: What’s your favorite Thanksgiving food?

For Your Calendars:

- Friday 12/6/24 - Christmasville PreSchool Day: giving out books and making bookmarks. Details to follow.

LM: Do you need volunteers?

RH: I’m waiting to hear back from Lauren, who organized the event, to see what we need.

Cindy Taubenkimel: We have a site where you can register to volunteer for Christmasville and you get a free t-shirt. Our staff will be helping on site as well.

- Wednesday 12/18/24 - December ELP Virtual Board Meeting, 8:30am – 9:30am

RH: I will go ahead and mention that we moved the storage unit yesterday. Thank you to Laura Moore and her family for their help! We’d been at our old unit for a while and they had increased the price by 30%. Niki shopped around and found another location.

NB: A friend recommended Morningstar to me, and it’s a very nice, large, new facility. They have bathrooms on site and large dollies perfect for hauling lots of books! Yesterday when I went in to sign the paperwork, the manager Elizabeth mentioned to me that they offer free units to nonprofits (10 total). They are full in 2024, but she said that 2 will not be renewed, so there is a very large possibility that we will receive a free storage unit in 2025. All we have to do in exchange is provide some social media recognition/press and marketing for them.