

MINUTES
BOARD OF DIRECTOR
Wednesday, April 25, 2012
8:30 a.m. – 10:30 a.m.
Community Action Board of Directors
1545 Hobbs Drive, Delavan WI

<u>Present</u>		<u>Absent</u>	<u>Staff</u>
Kim Capstick	Gary Seidel	Jana Vegge	Lisa Furseth
Royce DeBow	Penny Sonheim	Fred Yoss	Traci Rogers
Travis Egan	Joe Stadelman		Marc Perry
Nancy Forbeck	Dale Thorpe		John Ramstad
Linda Seemeyer			Jennifer Perreault
			Gordon Levine

1. CALL TO ORDER - Meeting was called to order by Board Chair, Travis Egan.
2. ROLL CALL - Roll was called and the above attendance was taken.
3. AGENDA - Board Chair requested that Board Education - Merrill Housing Sales Strategies - be moved up in the agenda following the Consent Agenda.
ACTION REQUESTED: Royce DeBow motioned to move the Board Education to right after the Consent Agenda, Nancy Forbeck seconded, accepted unanimously.
4. CONSENT AGENDA ITEMS
ACTION REQUESTED: Royce DeBow motioned to accept the Consent Agenda as submitted, Linda Seemeyer seconded, accepted unanimously.
5. BOARD EDUCATION - Merrill Housing Initiative: Strategic Sales Brief
 - John Ramstad presented an overview of the Merrill Neighborhood; where we were and where we are today.
 - Gordon Levine summarized the Strategic Sales Brief and how it exists across four dimensions: traditional real estate marketing, media attention, word-of-mouth and relationships within the Merrill Neighborhood, and targeted relationship-building in the Hispanic community.
 - Lee Slather, of Lee Slather and Associates, went into detail about traditional real estate marketing and the effects it is having on our homes. As of this morning, we had offers accepted on 1411 and 1417 Wisconsin Ave.
6. COMMUNICATION
 - Chair Remarks - Chair reminded everyone of the upcoming Annual Board Meeting to be held June 27, 2012, 8:30 a.m. at Holiday Inn Express, Janesville, WI.
 - Executive Director's Report
 - Community Kids – Youngstar technical rating process is underway; we will accept a three rating with a formal, peer review rating in 2013. Three of our programs would have received a three, which is a flat funding, while our Beloit center has sufficient points for a 4. With regard to Wrap Around, Lisa is working with the state to determine who is the Director of record; our model does not line up with Youngstar. We need one or two points in most centers to push us over the top to start receiving incentive payments. Commitment to the Board is that in one of the upcoming meetings we will have an education presentation regarding Youngstar so that Board members will have better context when we start using that language more often.
 - Weatherization - Funding levels are shifting a little bit; currently funding sits under \$2.7 million, new contract that begins in July, will be \$2.57. Funding will probably go down again the following year but this is a manageable decline. Because of poor showing nationwide during ARRA, Weatherization has limited support at the federal level which may result in funding reductions.

- Governance - We have vacancies for Bob Fizzell and Sheila DeForest; we are waiting to hear from the City and County Boards for notification of appointed replacements.
- Fundraising - Marc Perry gave a short synopsis on fundraising. We are currently going through our donor database and gaining more knowledge of our private funders. If there are any individuals from the list that Board Members received, please contact Marc and provide what information you can.

ACTION REQUESTED: Nancy Forbeck motioned to approve the Executive Director's Report, Royce DeBow seconded, accepted unanimously.

7. FINANCE COMMITTEE

- Community Kids- Delavan (CKD): discussion was had regarding the Market and Financial Assessment and the recommendation regarding program continuation:
 - Concern: By changing the structure of CKD, will we be keeping the core reason as to why we are in existence; to help low-income families? Per CKD Manager, Becky Hayd, will be building those supports into the revised model (e.g., scholarships, flexible "slots").
 - Suggestions:
 - Update outside façade: sign, awning, landscaping, seal coat parking lot were some suggestions
 - Provide a new rate or pricing model
 - Have a grand re-opening
 - Find other ways to use the building: with either our own programs or outside programs that will provide revenue (adult learning classes)
 - Market to the businesses in the immediate area
 - Have Delavan Board members talk to School Board Members
 - Add arts and languages to programming
 - Recommendations
 - Discontinue Infant and Toddler rooms effective June 1, 2012
 - Make a corporate investment of \$12,000
 - Staff to provide benchmarks by September and December 2012 and March 2013
 - Change perception by using outside marketing firm to provide a full market plan
 - All Board members that were present agreed to a Special Board Meeting if so needed.

ACTION REQUESTED: Joe Stadelman motioned to accept recommendation to close infant and toddler care effective June 1, 2012, Royce DeBow seconded with the following amendment: Staff will provide, by the next meeting,

- **A marketing plan outline including list of potential vendors,**
- **A facility improvement plan with estimated costs; Staff may begin improvements as long as spending does not exceed \$12,000 without further Board consideration**
- **Identify potential non-traditional building uses that provide a revenue stream,**
- **Aggressively pursue 4K agreement with the Delavan-Darien School District**

Motion was accepted unanimously

- 8. ADJOURN - Nancy Forbeck motioned to adjourn, Penny Sonheim seconded, accepted unanimously.

**Next Meeting: Annual Board Meeting, June 27, 2012, 8:30 a.m.
Location: Holiday Inn Express, 3100 Wellington Place, Janesville, WI 53546**