

Minutes from Reading Legacies Board of Trustees Meeting

Date: Wednesday, January 22nd, 2020 **Time:** 12:00 p.m. – 2:00 p.m.

Location: The San Diego Foundation – 2508 Historic Decatur Road, Suite 200 San Diego, CA
in Bob Kelly Room

Meeting Convened/Announcements/Introductions

- Guest Stop-by Visit: Members of Alpha Delta Kappa (Sandy Gerrard and Trina Gerdes-Hughes)
- Guest from TSDf – Candace Wo, Mitigation & Nonprofit Funds Manager
- Staff Members – Molly Biehl Corbin and Janelle Brown-Peters
- Consultant on phone – Vanessa Haynes, Marketing Consultant
- Donna Cameron’s Resignation Message
- Board members present: Shaun Wiley, Richard Radosh, Mike Malone, Mike Haynes, Eric Manese, Ashley Rawlins, Lee Winslett, Betty Mohlenbrock
- Board members on phone: Julie Beaty
- Absent: Lilly Loeffler, Michael Dobbs, Liz Valenzuela Banker, and Rhonda Hernandez

Ratification of elections of Liz Valenzuela Banker and Rhonda Hernandez (Motion required)

- Motion to approve: Richard Radosh
- Second: Mike Malone
- MSC

Approval of 2020 Board Roster

(Motion required)

- Marianne Waldrop’s Resignation Message
- Motion to approve: Richard Radosh
- Second: Shaun Wiley
- MSC

Approval of Minutes from Board meeting on 10.23.2019

(Motion required)

- Motion to approve: Eric Manese
- Second: Lee Winslett
- MSC

President’s Update and Program Report (Betty Mohlenbrock)

- We watched <https://youtu.be/y8qc8Aa3weE> – you tube describing the “why” of Reading Legacies
 - Interesting discussion followed – general consensus is that our mission and purpose are critical to the health and welfare of children from an educational and emotional perspective.

- President's Report document distributed at meeting – generally focused on program expansion into other delivery models for community understanding, appeal, and benefit. Fundraising will be ramped up going forward. All Board members must help by introducing Reading Legacies to anyone/everyone and making 2020 our year to recover and move forward.
- 2020 Operating Budget (to follow in a week or so) Due to disappointing year-end financials and the departure of Donna Cameron, Betty will reevaluate any other changes before submitting it to the Board. In the meantime, Finance Committee (Richard and Mike Malone) recommend that we work under the 2019 Operating Budget.
- Board members requested business cards – do not need to be individualized, but a good way of promoting Reading Legacies as a Board member (generic card)
- Richard suggested sending a thank you gift card to Donna Cameron. She was awarded a bonus with her last paycheck. Board may wish to chip in on a special thank you from them. Betty will assist Richard in organizing this.

Event Planning Update: (Shaun Wiley and Ashley Rawlins, Co-Coordinator, Vanessa Haynes, Marketing/P.R. Consultant)

- Shaun's power point presentation and explanation
- All Board members must participate – attend, bring family and friends, and recruit sponsors/auction items
 - Lee Winslett will promote to Wells Fargo near Jacobs Center
 - Lee will bring Xiomara Arroyo to event with him. She is new Community Relations Manager for Wells Fargo
 - Lee will promote to the Wells Fargo bank branch near Jacobs Center
 - Mike Haynes will have his wife talk to wife of Qualcomm CEO so we can get their recommendation as to whom we should approach
 - Mike Haynes knows people at Callaway – he'll look into this as a possible source of funds
 - Mike Haynes will set up meeting with Lincoln High School football coach for youth readers program and/or help at Event
 - Eric will continue to pursue First Citizens Bank
 - Eric will talk to SD Grantmakers
 - We will re-send evite to all Board members since a number of board members did not receive it.
 - Hashtag will be created for Event
 - Lee asked if there will be a call to action – and we all agree there should be. This will be developed by Event Committee.

Development/Marketing Report: (Molly Corbin)

- Lee Winslett said it is a good time to submit our request to them for general support.

Finance Committee Report (Mike Malone, Richard Radosh)

(Motion required)

- Financial Statement 12.31.2019 **(requires motion)**

- BS – Comparison, P&L Monthly 12.31.2019, Cash Balance 1.16.2020

Mike Malone said the financial results for the year were not positive with the organization losing about \$40,000 for the year. There were some strong revenue generating months, but we started with year with a very soft first quarter. We are planning for different results after our big celebration in February. And we still have plenty of cash to last for 7 months without any additional revenue coming in. The finance committee will re-convene in March after the results of our celebration are in. We have decided to use the 2019 budget as our baseline budget again for 2020, again pending the results of our February celebration and any new fundraising initiatives we may be developing.

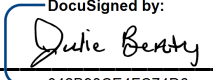
- Motion to approve: Eric Manese
- Second: Ashley Rawlins
- MSC

Next Meeting Dates in 2020: April 22nd; July 22nd; and October 28th

Adjournment

2:00

Respectfully submitted,

DocuSigned by:


042B98CE4FC74D6... **Secretary**