

**Center for Positive Aging Board of Directors Meeting
July 24, 2009**

Present: Harry Haisten., Karen Lucas, Bruce Erickson, Ellen Dunn, Brad Catherman, Lizabeth Andrew
Staff: Walter Coffey, Suzanne Economopoulos, Mary Harris

Approval of Minutes: Minutes from May 22nd Meeting unanimously approved.

Financial Report given by Harry Haisten, Treasurer:

- The only major change in the 'Balance Sheet' is the (1) adjustment in the Community Foundation Endowment and (2) Merrill Lynch is up to approximately \$52,000 now.
- Profit & Loss report:
 - Still operating at a deficit but major fundraising events on horizon.
 - Harry noted that Meals on Wheels has gone to Senior Connections 2 days a week which will hopefully reduce that cost.
 - Walter:
 - MOW going to Senior Connections saves \$2.50/meal and will hopefully eventually move to 5 days.
 - Hopefully soliciting providers on website will bring in monies.
 - Foundation giving no grant in '09.
 - Expecting \$5000 from Jr. League.
 - Contracted with ITXTEND to develop dynamic programming for the website which will put the \$5000 projected expense under \$3000 actual cost.

Fundraising:

- Golf Tournament Task Group met 7/15/09. Further conversation held at Board Meeting:
 - Suzanne to write letters to Community partners.
 - Calvin Court giving bags again.
 - Lizabeth giving granola bars.
 - Questions can be sent to Harry or Suzanne.
 - Harry:
 - Needs players
 - Needs notices posted in high rises for residents and visitors.
 - Needs cards handed out or mailed to friends.
 - Needs sponsors. Sponsors will receive a letter and a picture as well as be published in the annual report.
 - Needs help early (7:45) for registration.
- Annual Fund Campaign:
 - Profiles to be strongly encouraged this year.
 - Profiles/Banquet
 - Profiles to be taken to congregations, Veteran groups, etc. Participants will receive special presence on website as well as an invitation to the banquet/gala.

- First Honoree could be Carl Sanders.
- Event to be held in February around Valentines Day.
- Walter suggested getting sponsors to cover cost of banquet to make it affordable. Would be a time to focus on what we did in '09 and kickoff for '10.
- Suzanne suggested starting Profiles at \$50.
- Bruce suggested that anyone who is profiled could attend the banquet for free.
- Suzanne suggested possibly having a book of profiles.
- Lizabeth showed potential note cards that would have honorees pictures and quotes to sell.

Web Site Update:

- Mary Harris was recognized for doing a great deal of work on the database for the website.
- Homepage is designed to represent all organizations. (Would like to use the term affiliates verses members or providers.)
- The icon at the bottom right gives materials/information to help affiliates.
- Glossary of terms reviewed as well as a housing search example.
- Site will have an assessment link. May try to link to one already developed.
- Brad suggested 'Volunteer Opportunities' to fall under 'How can I support the center?'
- Walter mentioned that the kickoff would be August but the sight is getting a lot of attention already.
 - Sage Age will volunteer staff to help with press releases, etc.
 - Suzanne has created brochure.
 - Next couple of weeks there will be a webinar developed regarding CPA and how to become an Affiliate.
 - Bruce suggested business card with website information.
 - Karen suggested an audible voice to welcome people when they visit the website.
- A lot has been done in a short amount of time.....Thanks given to all who have worked so hard on site!

Staff Updates:

- Mary Harris/AmeriCorp VISTA will be researching grants, new affiliates, PALS

Upcoming:

- Clint Maun/speaker on October 1st.

Misc.:

- Board of Directors given a pledge card and reminded of financial commitment.
- Next meeting is September 11th.

Meeting Adjourned.

Submitted by: Ellen Dunn, Secretary