

Caring Hearts & Voices Board Meeting Minutes

Board of Directors Quarter 2 Strategic Meeting

November 4, 2019 7:00 - 9:00 pm | Palatine Public Library

Call to Order - 7:03 PM

I. Agenda:

- A. Attendance - Maria Jordan, Rob Blohm, Jean Adaskevich, Julie Marie Boettcher, Scott Ascher (guest)
- B. Approval of Agenda - Jean motions to approve as is, Rob seconds
Maria notes that Mark is gone; he is chair of board

II. Board of Directors Reports:

- A. President : Next meeting will not be until Feb 5, 2020.
Maria noted that this month she focused on including everyone in her process (preparing for events). Also notes that quarter ends at the end of November, but we're doing this quarterly meeting early since December is crazy

Question from Scott about accounting, Maria mentions we will address later

B. Secretary : Approval of Minutes from Sept. Meeting - All approve

C. Treasurer : Cash In, Cash Out, Cash Status

Rob states that \$107.50 is the net balance; Maria mentions that we have \$200 outstanding from Fox River Grove church

1. Rob presents new format for Income and Expenses
Scott asks about how we get income - answer is donations, events (open mics, twice a month - Palatine and Algonquin). Maria explains that the purpose of open mic is to build community, not necessarily for only revenue - also for recruiting volunteers and networking
2. Scott asks about where we do open mic nights; how we pick locations - Maria and Jean talk about Christie's and Daily Projects
3. Scott asks about dates and times - Maria says when she is available; usually once a month and planned out six months in advance
4. Rob mentions that we should get CH&V involved with the open mic in Addison
Question asked: Are we still leading music at the Fox River Grove church?
Answer: Julie led one week recently but neither Maria nor Julie have been contacted further.
5. Maria discusses upcoming performances that will generate revenue
6. Rob asks about an \$11 charge on account from bank, which Maria states is annual expense
7. Maria mentions monthly expenses, noting that Freshbooks is \$35/mo

8. Scott mentions that Quickbooks may be cheaper (than Freshbooks) at \$24/mo
 - a. Scott mentions that he can help Rob open Quickbooks and train him.
 - b. Maria asks if it will be user-friendly - invoices, etc.
 - c. Scott says that you can have up to 3 separate users
9. Rob asks if new financial format will work; Maria says yes

III. Committee of Directors Reports:

- A. Volunteers & Service Outreach - Jean
 - a. 4 new performers at Daily Projects
 - b. 2 new board members (see Jean's report) Physical flyer might help
 - c. Email addresses - 1 so far - need to get emails at open mics
 - d. We have 5-800 emails through meetup and could ask those people to opt in to Mailchimp
 - e. Hands on Chicago - could be helpful with a specific event
 - f. Handout at open mics - and also give spiel at open mic (must clear with anyone at venue)
 - g. Idea from Julie to have spiel at a choir rehearsal at Judson University
 - h. Maria has recruited people at bars (Karaoke), such as Happy's, Cosmo Bob has been scouting out open mics as well
 - i. Lots of places we could go - Maria send open mics to Jean in Cary area so she can go give spiel and hand out half-sheet
 - j. Julie mentions possible performance/open mic at the Bridge Church
 - k. Idea: CRM System - CiviCRM
Using wordpress as website interface would integrate with CRM
 - l. Website - Maria's thoughts for adding to website - videos (how to lead), could embed on website, songbooks, etc.
- m. Volunteers - Maria added to CH&V meetup, daily meetup at hospital - you can say you are interested but you don't get the details until you do proper training
 - i. Compliance Journeys the Road Home - Cook County (if you stay active you don't have to renew)
 - ii. Hospice - you have to go through their specific training to go into patient rooms (but you can go into open room, hallways by yourself) - Maria sees patient-specific as more of a music therapist's job - doesn't want to take away from that.
 - iii. Jean asks if anyone goes with Maria to homeless shelter - have to go through training process, someone was interested but she didn't go through the training process (it is a one-day orientation in person)
 - iv. Willow compliance - online class, physical, TB test, background check, 3 references

- v. Scott asks about breaking down volunteer opportunity
 - 1. Maria - a variety of options, administration, promoting at open mics, decorating trees (limited time commitment); then two classes for musicians - entertainment (assisted living/memory care, such as Rick's - Golden Hearts) Rob has idea to merge his group with ours; Maria asks what they would benefit from this. Jean says he/they might be more interested once Rick retires.
- n. (3 Hs) - Hospitals (no compliance needed), homeless shelters, hospice - currently they need clearance to get on floor (badge - they will figure it out)
- o. Maria goes to Arlington Heights hospice

B. Marketing & Communications

- a. New Logo
- b. A lot of things to do - banners, website, flyers, graphics, etc.
- c. Website - need of plan brainstorming meeting
- d. Scott mentions that we could do meeting here with projecting on screen
- e. Other things to work on: social media, photography, etc.
- f. Scott asks about template for graphics - can simply change info
- g. Idea to use hootsuite for social media

C. Fundraising & Social Events

- a. \$40 dress up and dance
- b. \$45 cash - Christie's open mic

IV. Strategic Planning

A. Volunteers & Service Outreach Strategies

- 1. Performances Scaled rates.
 - New Google form to submit for performance requests, will include pricing - desire to be transparent and let people know exactly what to expect
 - Need to have sound person for bigger venues (minimum \$150)
- 2. December 13th event - Maria 20 mins, Cosmo Bob
- 3. Jean mentions that senior events are difficult to run sound for (either too loud or they can't hear it) - don't worry about complaints there (only at different types of events)
- 4. Performance rates - good for now
 - a. Helpful to be able to pay people
 - b. Jean asks if Daily Projects gives money - no, but they donated a bag of coffee
 - c. Need to have disclaimer on performance rates that they are subject to change

- d. Rob asks if there are contracts; Maria - no, but there are invoices
- e. Need to take videos and photos at rehearsals

Rob mentions spending \$40 on Facebook ads - do we want to continue? - Rob doesn't recommend targeting people who aren't fans - Boosting posts vs. ad campaigns

5. Early Childhood Music & Memory Care Specialized Classes Scaled rates.

Jean and Maria were talking about developing classes - would need to purchase instruments for a class size (such as plastic tambourines, dancing scarves, parachutes, parachute balls; to lead a movement and music class) - could design program that works for both age groups (rate was \$60 for class - Wonderland Academy reached out, but balked at \$60 per class) - 30-40 minutes

6. Park District classes require insurance, plans for 6 week sessions. (pilot program for venue - need to be planned and started solidified) each kit per class will cost \$150

Memory care might be easier to start, because they would have more funds

Once the classes start, then we will need instruments, then purchase insurance per instructor Maria's class tripled in numbers Elgin park district - Kid Rock, etc.

7. Open Mic Hosting vs Call for CH&V Volunteer Ambassadors 4. Needs-

a) Music Class Kit with Instruments, Activities, Speaker for teaching music at Early Childhood Centers, Memory Care Centers Kit will be \$200-\$250 b) Business cards for Ambassadors

B. Marketing & Communication Strategies

1. Julie presents new Logo usage

2. Julie gives recommendations for social media presence - giving more information in posts and sticking to "we" instead of "I" in posting, also gives preliminary ideas for website that can be fleshed out in meeting

C. Fundraising & Social Events Strategies

1. Fundraising:

a) Case for Support - Rob will write up executive summary of us, who we are, where we're going, how much money we need to do that; then will pass around to committee heads for review & suggestions

b) Giving Tuesday - keeping on actual day for this year, but will maybe do on different day next year/Possible video?

2. Social Events:

a) Maria's question: want people to know about all open mic nights; trying to get ambassadors for other open mics

b) Making sure publicizing open mic nights of other people is separate (if we do it)

Scott has to leave, mentions that he will help with accounting

c) Meetup Events: Open Mics (includes ones not hosted by us),
Volunteer Projects

d) Facebook Events: Open Mics hosted by us, Holiday Volunteer Events

e) Website Events: Performances, Open Mics, Volunteer Projects,
Holiday Events

V. NOVEMBER & DECEMBER EVENTS - To be discussed with Committees this month. Keep everyone in the loop. Use Slack & Asana as much as possible to communicate and project manage

A. Cary Craft Fair - musicians, flyer, business cards, stickers 3x3 - do we have it in the budget for business cards and stickers? - we do have some upcoming performances with revenue

B. Cary Holiday Tree Decoration & Walk

C. Merry Cary Parade & Festival - No parade this year; Maria will post on Cary Facebook pages to get volunteers Parade: logo on car and parades/balloons - need to have something to attach to candy

D. Caroling - outside of Conscious Cup, blocked off for us

VI. Open Floor to Public

VII. Adjourn Meeting at 8:30 pm Maria motions to adjourn, Julie seconds, all in favor, adjourn 8:54 PM

Ideas post meeting:

Business Cards - Vistaprint (generalized)

Name tags

T-shirts