

### ***Take A Kid Outdoors Board Meeting***

**Date:** January 17, 2017

**Time:** 6:15

**Location:** UIU in Fayette County, EVE in Johnson County

#### **Attendees:**

**Fayette (Board Members)** Leif White (President); Ron Lenth (Vice President); Kata McCarville (Treasurer); Dick Jensen

**(Guests)** Amelia Holden-McMurray

**Iowa City (Board Members)** Risa Dotson Eicke (Secretary); Judy Joyce (Executive Director); Adrian Holmes

**Absent:** Bruce Fink, Jim Halstead

**Up for re-election in 2017:** Bruce Fink, Dick Jensen, Jim Halstead, Adrian Holmes at the next meeting which will be the annual meeting. The next meeting is designated as the annual meeting. We decided Adrian's term should be up in 2017 so that 4 board members have odd years and 4 have even years.

**Treasurer's Report:** Judy sent out Profit and Loss reports for review. One for the whole organization then split Johnson, Fayette, seize the carp and special project fund to raise money for a shelter at one of our parks. The whole organization profit and loss shows all the different categories. Risa asked why one event has its own Profit and Loss and Judy said the reason is because we have people who specifically sponsor the Seize the Carp event so we need to track it separately, so it has its own budget outside of the rest. Risa asked about fundraisers like the jingle trot fundraiser, should that have its own report? Judy said that fundraiser was a Johnson county event so that money went under the Johnson county event budget. So when people donate we need to ask them what they want to donate to, if it's Seize the Carp, a special project, Johnson, Fayette, general fund. Grants might be split between the general fund and the counties. Website donations that aren't specified go to the general fund. Amazon smile has small amounts that go to the general fund. Unless someone specifies where they want that money to go it goes to the general fund. Dick asked what was the most successful format to solicit donations. Judy said she wishes she knew the answer. But so far it's been approaching the cities and the county. Explain that our events cost \$1000 apiece. Trying to get each city to give \$3000 to support 3 events. The 5 K event we did, we raised money, like \$2340, however the amount of time Judy put into that did not make it a lot of money if we had to pay for that, but because we have some of the format done, next time we do it we should be able to make money. We also had 10 students working on different things, so we had a whole staff of people to work with. Risa asked why some months have large expenses and most do not, and Judy explained that shows when the invoices were paid, not when things were purchased. And it's a bit skewed because we have outstanding bills to approve and they would cover 2016 events even though they would be paid in 2017. Currently we have \$1178.82 in the general fund, and with the bills to pay today we'll have \$764.94. Risa asked if the Executive Director services, web hosting and insurance are the only things coming out of the general fund, and we didn't have any in 2016, and Judy said that was covered by EVE last year because we didn't have the general funds. Fayette County has \$1221.31, with bills to approve today there will be \$139.90 remaining. There was a donation of \$420.00 for the Corn Maze Cost for 84 kids! Judy added 3 months worth for Amelia for Dec-Jan-Feb. Insurance is split

50-50. Leif asked how the insurance would cover chapters, Judy is going to look into it and hoping they would cover all chapters. Kata said it might if it's in the state. There are event supplies for the maize maze and ice fishing events in there for a total of \$61.36. T-shirts split between Johnson and Fayette with more going to Johnson County like 3/4 and 1/4 to Fayette County for money. Johnson County has \$5445.30 and after today's bills to pay it leaves us with -\$788.63 but we have money coming in from the City of Iowa City, City of North Liberty and UNFI that should cover it so we're holding off on paying the bills until we get that money in. Seize the carp had \$1629.01 with \$1600 going to the Executive Director it leaves us with \$29.01 remaining. Judy said if we don't have money in a category the board can decide to move money from the general fund to another area. The special project- we received some donations for that, we're trying to raise \$180,000 for that so we have a long way to go. Currently \$550.35. Rotary would try to raise half of that.

**Bills to approve:** It's been moved by Kata and seconded by Ron to pay all bills we discussed. Judy said to vote to pay and then we can pay in a week or so on the ones we're waiting on funds for.

Discussion: Risa asked about the breakdown of labor hours and cost provided by Judy from 4/25/16-12/17/16- Should the executive director's hourly rate of \$75/hour have a limit to the total number of hours paid to the Executive Director in a fiscal year so that we can better estimate the budget, then switch to volunteer hours if that happens? Judy and Kata talked about how it explains in the Executive Director agreement that she has to raise the funds to cover the costs, so as long as it's covered we shouldn't need to set a limit.

Risa asked about calculating volunteer hours, especially at events with unskilled labor, we should not be putting down \$75 for the Executive Director or \$45 for the volunteers- only if a volunteer is performing a specialized skill for a nonprofit can they use the Bureau of Labor Statistics hourly wages by occupation to determine the value of the specialized skill being used for volunteering. Judy had another chart to show unskilled volunteer hours estimating a lower hourly rate for those. Judy said the rate of \$75 includes the truck, storage, garage, office items, office overage. Adrian said that using staff in his office they would have a multiplier of 2.3-3 to cover office costs. If he pays them \$10 an hour it actually costs \$23 for insurance, rent, etc. Judy said if we did have volunteers to do registration and do the unskilled work it would be good. Judy has been using a rate of about \$20 an hour. She went to a workshop recently and they were looking at \$15-\$28/hour for a volunteer rate, or if the volunteer is doing a skilled job they can look up what a person at that job would make and go off of that.

Risa asked if it would make more financial sense, for the board, to have more volunteers estimated at a lower volunteer value, with a lower skill level, even if some were paid for part of it, to reduce some of those Executive Director/EVE Staff hours. Judy said that would be great if she could reduce the amount of time they donate and have more volunteers helping.

Adrian said it would be huge to be able to pay someone something rather than asking them to volunteer everything. Risa said it would be worth looking at reducing the amount of hours the Executive Director and staff put into the events and replace some of those hours with volunteers and some paid at the minimum wage level. Judy said she is only raising money to cover Executive Director services right now,

we haven't raised money to cover like an event coordinator position in Johnson County. What would happen if we got more volunteers and even some paid positions is that EVE would donate less so that would be great. Leif liked the idea of getting some more volunteers. Judy thinks it's more easy to do it now by herself but it would be worth looking into for the future especially with changes. We discussed how training others takes more time now but in the long run it ends up being less work and time.

Leif moved to pay, Ron seconded. All approved.

**Board Members-** Risa said she would add Adrian to the bottom of the minutes, getting his info for that.

**Minutes to Approve-** Approve the minutes from September. Kata moved to approve Ron seconded. All approved.

**Website-** Leif said we need bios for Bruce and Jim, also Adrian is not on there. Risa said links should open in a new window, she'll try to correct those that currently don't. Should keep links to events routing out of our website to generate more traffic for search engine optimization. Jim Halstead- need to change the last name spelling on the website. Bruce wanted someone to write his bio for him. Adrian will submit a photo and bio or put them on there himself.

**Marketing Committee-** UI Volunteer Fair is a week from today. Judy and Risa are going. Judy is having a meeting in February to recruit volunteers.

**Set next meeting-** Risa said we had 3 meetings in 2016 and 6 in 2015. Leif suggested having the next meeting sooner rather than later, so February would be best for the annual meeting. Leif suggested having more meetings in the slow months because summer gets busy. We decided to set dates for all 2017 meetings:

- (Today's meeting, January 17.)
- Tuesday, Feb. 21 at 6:15. Annual meeting.
- Tuesday, April 18 at 6:15.
- Tuesday, September 19th at 6:15.

Leif suggested putting the meeting dates on the website.

Adjourned at 7:17.