

Choice & Consequence

Meeting Minutes 4th Quarter

December 2, 2009

Providence Pacific Campus-Monte Cristo Room A

Present: Colleen Williams, Emi McElroy, T.J. Larrick, Rima Blackwell, Deborah Parker, Kathy Ketchum, Molly Ryan and Mary Lou Hoidal.

Absent: Barbara Otonicar

A. Review of meeting minutes from September 12, 2009. Rima gave a motion to accept the minutes as written. Emi gave the second.

B. Treasures Report

- Grant Status
 - The grant application was denied by the Nysether Family Foundation. CC is welcome to reapply.
 - The grant application for Pfizer was denied.
 - The Bank of America awarded CC \$8,000. They would like to increase this amount next year by having CC focus on Skagit County low income schools.
- Pending proposals
 - Glasko SmithKline-Awaiting decision
 - Providence Children's –Awaiting decision
- Income & Expense report
 - The Statement of Financial Income & Expense report was reviewed.
 - Colleen announced there are \$20,000 in outstanding jobs
 - The board acknowledged the need to increase the income of CC.
 - The Statement of Financial Position was reviewed.
 - The Aging Summary was reviewed and explained by Colleen.
 - The Nisqually Tribe has an outstanding balance of \$1,225 and they are currently being assessed late fees.
- Strategies for funding
 - Numerous strategies for funding were discussed. The following is a summary of ideas and suggestions.
 - Fred Meyer, Target and Wal-Mart local grants. T.J. stated each store gives money to help with their local neighborhood. It was acknowledged that this could be a time consuming process, but also that it is a relatively easy process.
 - Seek grants from large corporations and foundations that need to improve their image. Suggestions were oil companies, specifically Chevron and the local Shell Refinery. T.J. informed the Board that the Shell Refinery has a foundation that gives to Skagit County only. Their

Community or Public Relations person should be contacted.

- The Tiger Woods Foundation is one of the largest givers to family and children and currently has an image issue.
 - T.J. suggested seeking Federal and State grants directly after budget approvals.
 - The Paul Allen Foundation must invite organizations to apply. It was suggested that Board members network to get to know someone close to the foundation and to get media involvement to get exposure.
 - Foundations.org has a list of many grant opportunities.
 - T.J. made the suggestion to look at Forbes Magazine and research possible foundations associated with the top 10 and bottom 10 companies in the S&P 500.
- A grant writing committee was suggested for the next large grant. Members should be assigned a task based on their strengths.
 - The suggestion was made to enlist volunteers from local banks to help with budgeting and grants. Banks need to give time, money or equipment to keep their insurance so volunteers may be available.

Sandra motioned to accept the current Treasury Report. Molly gave the second. The Treasury report was approved.

C. Attorney Trademark protection: Michael Barber is a volunteer attorney that has agreed to work CC. He suggests applying for federal trademark protection for “The Organ Lady” and “The Real Inside Story”. He will do all the necessary paperwork. There is a \$350 filing fee for each trademark.

Deborah asked for a motion to seek Federal Trademark status. Emi moved to seek Federal Trademark status for “The Organ Lady” and “The Real Inside Story”. Kathy brought up concerns about spending the money on trade marking when money is so tight and she is risking a possible cut in her presentation days due to lack of funding and interested schools. A discussion ensued and several suggestions were brought up to help with keeping enough funding to keep both Kathy and Colleen presenting at least at their current schedule.

Suggestions included:

- A sliding fee scale for schools who can not afford the full fee.
- Writing grants for staffing and operations.
- Marketing specific programs or to specific populations instead of a “one size fits all” model.
- Sending mass emails to business lists from different Chamber of Commerce or large businesses promoting family and employee health and wellness.
- Researching the Washington State School Board Assoc. website for possible contacts and funding.
- Seeking college students to help with marketing and web design-Molly agreed to take on this task.

- Silent auctions and fundraising events for next year, possibly in the spring.

Molly brought up concerns about the stability of the Washington State program before “going federal”. Questions arose regarding trademark specifics, for example how long a trademark last before needing to be renewed. As a result Deborah suggested tabling the trademark discussion until Colleen could discuss specifics with Michael. Colleen will email the board with her findings. At that time an email vote would be considered.

D. Board Member Tasks reports and Needs

- Sandra is working on a Facebook fan page for CC. This page will be up by the end of the year at the latest.
- The Seattle Foundation site has agreed to have CC as a link on their page for possible donations.
- CC is now a Better Business Bureau Accredited organization. The BBB logo is on the CC website.
- Deborah suggested the Board take on the task of contacting at least one person or organization from the Hispanic or African American community to be possible board members and inviting that person to the next meeting.
- Deborah is working with Nadine Carter from the Tulalip Tribes to present to all the Tribal tobacco programs in the area.
- Deborah will find out if Digital Smoke Signals has funding to do the video clip for the website.
- Instead of marketing CC to near by states, it was suggested that contact be made with the Department of Health for Montana, Idaho, Oregon, and N. California. The goal of contact is to let the states know about CC and possibly set up future trainings.
- Sandra will get a list of all the intervention specialist in the region so contact can be made for future presentations.

E. All board members were asked to review the teacher follow up assignment on the website.

F. Performance Review of ED

All guests were excused so the Board could complete the ED evaluation. Upon review of the evaluation form, this tasked was tabled to change the format and add a rating scale to the evaluation so it more directly applies to CC.

Emi agreed to develop a new evaluation form more appropriate to CC. The new evaluation form will be completed via email by each board member and scores and comments will be compiled by Deborah.

G. The next board meeting is scheduled for February 17, 2010. The meeting was adjourned at 8:53 pm.