

Board of Directors Minutes
June 11, 2019
Resource Center – Largo Office

Members in attendance: Darlene Brown, Linda Caler, Shauna Berry Cooke, Anthony DeSantis, Tianya Edgerton, Bradley Farrar (President), and Suzanne LeMenestrel

On Conference Call: Ahlishia Shipley

Unable to attend: Oyinlola Balogun, Shelva Clemons, Shari Davis, Charita Mariner, Henry Mosley, and Audrey Pabs-Garnon

Staff in attendance: Jennifer Iverson, Maria Jimenez, Yenny Lucero, and Lynette Twilley

Call to Order: President Bradley Farrar called the meeting to order at 6:42 p.m. Maria Jimenez was introduced as the Resource Center's new Accountant, replacing Martha Ferrara. Anthony DeSantis announced that this would be his last board meeting as he has accepted new employment at the George Washington University.

Approval of Minutes: Linda Caler moved to approve the April 9, 2019 minutes. The motion was seconded by Darlene Brown. All were in favor.

FINANCIAL STATEMENTS: Maria Jimenez reviewed the financial statements for the period that ended on April 30, 2019. Our financial position was reported as strong. The cash balance was reported at \$460,000. During the past several months cash flow had increased and we were expecting that to continue through June. The year to date net income reflected a surplus of \$48,000. Although we were faced with a \$14,000 net income deficit as compared to the revised budget, we were anticipating a net income of \$74,000 to close the fiscal year. Items that were below budget included local grants and revenue from fees for service. Adjustments will be made in our FY19 forecast. Additionally, revenue from fundraising was included as below budget because one event was not scheduled until May. Accounts receivable totaled \$525,000 and was expected to decrease. Unrestricted net assets through April were \$667,000. This represented three months of our revised budget operating expenses. It was estimated that we would end the year with close to \$730,000 in cash in addition to the \$74,000 net income. Questions were raised on page five of the Income Statement Current Year vs. Prior Year of how both the negative and positive variances in line items for state government grants, local government grants, non-profit partners, and fees for service were reached. It was noted that fees for services was down as was

training revenues. The two are related and this explained the negative variance of \$32,240 between the current and previous fiscal year. Jennifer stated that she would look into the other items and forward a memo to explain the variances. Board President Bradley Farrar added that if need be, it could be done in a follow-up call.

FY2020 BUDGET: Maria Jimenez shared the methodology to prepare the budget. It is built from scratch based on expected revenues. Compensation is based on current salaries and benefits information. Expense allocations are built in for each program and grant. Expense categories are evaluated and based on knowledge of past activity. We use a comparison to the previous year's budget, historic data along with reasonable assumptions. Some of the major assumptions for the FY20 budget were to allow a 5% staff vacancy factor throughout the year, retirement contributions of 5% of salary with an additional 2% match, a projection that 70% of the staff will qualify for the match, sitting aside \$5,000 for proposed tuition assistance, the estimate from our broker of a 5% office cost for health/dental insurance and \$30,000 for the purchase of a vehicle. Added in the budget also is \$20,000 for a space consultant as discussed at our last board meeting to review building location for the Family Support Center. The county continues to pay for the Largo space; the lease has been renewed for five years. Foundation funding was increased in the budget. Also noted was that our upcoming 30th anniversary was not added to the budget seeing that the actual anniversary is not until the following fiscal year. If need be, we can revise the budget for the anniversary at a later time. We anticipate total revenue at \$2,589,300 with expenses of \$2,571,400 which will close FY2020 at a net income of \$17,900. As stated, we expect to end FY2019 with a reserve of approximately three months. The FY2020 budget has a slight surplus that will allow us to increase the level of reserves. Shauna Berry Cooke made a motion to approve the FY2020 budget as submitted. It was seconded by Tianya Edgerton. All were in favor. The budget was unanimously approved. Jennifer informed one other item to consider that could impact the budget is that we are in conversations with Dr. George Askew, Deputy Chief Officer to the County Executive, who is interested in helping us expand our home visiting program in the tune of \$300,000. We have been very clear with them that we cannot do this unless we obtain enough money to do it well. This will be brought before the board once it becomes a true possibility.

FUNDRAISING:

Grants Report: Yenny Lucero reported that the Resource Center has submitted a total of \$815,500 in grant proposals during FY19. Of this amount, \$452,513 has been awarded, representing the rate of grant dollars at 55% for the year. This does not include the grant submissions that are pending. Our outstanding win rate based on the number of grant requests that have been secured is at 61% of proposals submitted. According to the Foundation Center, the average to win is 17%. Yenny will send out the facts from the Foundation Center. Among those recently awarded was \$14,513 from the Washington Area Women's Foundation with assistant from former board member Kimberly Stokes, \$40,000 from the Meyer Foundation, and \$30,000 from the Prince George's County Community Partnership.

Bowie Baysox: Yenny thanked everyone who supported the Bowie Baysox event. The event was well attended with 132 present. Margaret Williams, Executive Director of Maryland Family Network, was highlighted. Falling short of our goal of \$24,000, we raised \$15,275. It was stated that fundraising should not cost more than 30% of what we bring in. Board President Bradley asked if there is anything that the board can do

to help reach our goal. Yenny informed that some funders have decreased their donations, there may be some fatigue over the years and a loss of connections. Each year we question if we want to continue with the event. It was suggested perhaps to put it off next year so that we are not spread too thin with the 30th anniversary. Jennifer added that we've observed that when corporations and people have a connection to a board member, they are more likely to give. A discussion focused on addressing how to engage people, how to keep them engaged, and to move the timing earlier in the year of when to make our request for the ask. It was recommended to have smaller events, do a monthly or quarterly check-in of highlights to keep former board members up to date and to invite them to serve on the Advisory Board. Another suggestion was to send links or obtain a listing of board members for each organization listed in the "cultivation" section of the Grant Update Report to see if we recognize anyone to connect with. Anthony DeSantis offered to set up a call with the Fundraising Committee.

30th Anniversary: As informed, the Resource Center is approaching its 30th anniversary in 2020. The Fundraising Committee will take the lead and is open for ideas. One suggestion was a lock-in. It was reported that Shelva Clemons has volunteered to participate in the planning.

DIRECTOR'S REPORT:

Board Portal: Jennifer reminded the board members that all of the handouts from meetings are placed in the board portal for review. It was requested that all the documents in the board portal be one document versus different links.

Annual Strategic Plan: Jennifer encouraged the members to read through the Strategic Plan. Significant strides have been made in almost all areas. We have done very well in objectives related to increase foundation funding and as well as in improving visibility and maintaining the public profile increasing revenue. She added that we would like goal number seven, to build and maximize the skills, ability and capacity of the human capital, to be our focus for FY2020. We have already begun with the employee survey, planning a staff day, improvement of the staff performance evaluation procedure, and identified board committee memberships. Jennifer will put together a demographic of vacancies on the board for distribution.

Programs Update: Final documentation was being submitted for re-accreditation of the Healthy Families Program. Jennifer and Danitza Simpson, Family Support Center Director, hosted a site visit and roundtable with Congressman Steny Hoyer, Congresswoman Barbara Lee (D-California), and Congresswoman Sylvia Garcia (D-Texas). Congressman Hoyer spoke on the value of immigrants to our society.

Facilities Update: During the roundtable with Congressman Hoyer, Monica Goldson, CEO of Prince George's County Public Schools, announced that the entire Judy Hoyer building (FSC location) would begin renovations in year 2021. The playground repairs are on hold. We felt that it is not wise to invest in repairs when the playground needs replacing. It was suggested to save what can be saved and to check with the school system to see if they can make the repairs. If we do not receive a favorable response from them, then reach out to Park and Planning. The Largo lease has been renewed for a period of five years through payment from the county.

Staff Update: We are fully staffed in the Healthy Families program. In anticipation of the departure of a Family Support Specialist for grad school, although there were two vacancies, we hired three. We've moved around some staff in the Early Childhood Mental Health program and was planning to hire one of our consultants to

bring leadership and clinical expertise to the program. All staff would be engaging in a day planned for training and lunch at Watkins Park. Board member, Shari Davis, assisted in securing a trainer on the subject of communications. The topic was requested based on results from the employee survey.

Upcoming Dates: Jennifer reviewed the upcoming dates. Board members were invited to accompany her visit with Councilmember Glaros on June 28th. The program directors were planning a director's retreat for strategic planning. The Prince George's County Public Schools closes the Family Support Center building on Fridays through the summer. Most staff move to a four 10-hour day for the period of July 1st- August 23rd. Our next board meeting is scheduled for October 8th.

BOARD REPORT CARD: The report card results were distributed for review. This item was tabled until the October meeting. Board President Bradley Farrar said that we may look into planning a retreat.

ADJOURNMENT: Shauna Berry Cooke motioned to adjourn the meeting at 8:15 p.m. Suzanne LeMenestrel seconded the motion. All were in favor.