

Board Meeting Minutes

Little Pink Houses of Hope

Date: November 19, 2024

Time 12 pm

Location: Zoom

1. Call to Order

- The meeting was called to order by Julie Kernodle McAteer at 12:08

2. Attendance

- **Present:** Julie McAteer, Bryan Torrence, Suzanne Phillips, Jeanine and Stephanie Gordon, Adam Willets
 - **Absent:** Tyronna Hooker
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3. Approval of Minutes

- The October meeting minutes were reviewed.
 - **Motion to Approve:** Bryan Torrence
 - **Seconded by:** Jeanine Patten-Coble
 - **Outcome:** Minutes approved unanimously.
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4. Financial and Dashboard Review

- **Key Highlights:**
 - Overall financials are on track with projections.
 - Over-expenditure noted in "Events and Development," attributed to gala expenses.
 - Expected to meet the \$1 million revenue goal pending receipt of the "Tap Cancer Out" donation by year-end.
- **Discussion Points:**
 - Clarified distinction between "Events and Development" (e.g., galas) versus "Program Outreach" (e.g., local community engagements).
 - 88% of funds directly support programs and services, a strong metric to communicate to donors.

5. Budget Review and Approval

- Reviewed the proposed 2025 budget, which includes adjustments for:
 - Employee benefits increasing by 10%.

- Expanded retreat locations requiring increased funding.
- Community outreach initiatives, with higher travel and program expenses anticipated.
- **Notable Changes:**
 - Line item for board giving for transparency.
 - Reserve allocation of \$25,000 for operational flexibility.
 - Vehicle replacement planning for retreat logistics.
- **Motion to Approve Budget:** Bryan Torrence
- **Seconded by:** Suzanne Phillips
- **Outcome:** Budget approved unanimously.

6. Event Updates

- **Pickleball Tournament:**
 - Scheduled for March 22–23 at the new pickleball complex.
 - Seeking sponsors for 17 courts (\$500–\$750 per sponsorship).
- **Cruise Fundraiser:**
 - Encouraged board members to finalize bookings to ensure room availability by early December.

7. Board Fundraising Goal

- Discussed achieving a collective fundraising goal of \$25,000 (approx. \$4,200 per member).
- **Strategies Proposed:**
 - Combination of personal contributions, corporate sponsorships, and letter-writing campaigns.
 - Possibility of matching donor campaigns.
 - Leslie to assist with creating individual fundraising pages.

8. Adjournment

- The meeting was adjourned at 1:00
- **Next Meeting:** December 19, 2024

Minutes Prepared by:

Kat Palman

Approved by:

Suzanne Phillips