



Notes from the Board of Directors Meeting of February 7, 2024

Call to Order and Introductions

This meeting was held virtually on the Zoom web platform. All voting was done contemporaneously via computer audio.

The meeting was called to order by President Scott Thomas at 2:31 p.m.

The following members were present at introductions: Dan Almasi, Robin Andrews, Toni Carroll, Bob Gibson, PJ Keeler, Theresa Lux, Jack Mabb, Victoria McGahan, Marielle McKasty-Stagg, Maria Ostrander, Becky Polmateer, David Rossetti, Scott Thomas, John Thompson, and Kathleen Eldridge.

The following members were absent from the introductions: Kevin McDonald, Amanda Pierro (arrived at 2:38 p.m.), Art Proper, Ken Stall and Dorothy Urschel (arrived at 3:04 p.m.).

Also present were guests Tom Langan from Talex Media, as well as staff members Claire Parde, Sydney Keiler and Lisa Thomas.

Reminder of the Duty to Disclose

Scott reminded the group to please remember their duty to disclose any interests that may be a conflict.

Communications/Board Discussion: Presentation on audit scope

Tom Langan from Talex Media provided a presentation on nonprofit communications. Highlights are as follows:

- Tom's background is in photography and video production. He has done projects all over the world. He focuses on nonprofits, entrepreneurs, and mission-driven agencies.
- Claire thought Members would benefit from this presentation.
- The goal is to communicate more effectively with the community.
- "Legendeering" is Tom's proprietary term for designing and constructing a strong and stable framework to create magnetic, story-driven video content.
- Directives:
 1. Give without expectation. Use the rule of reciprocity. You can't receive without giving in return.
 2. Be relentlessly authentic. Own your mistakes.
 3. It's not about you. It's about them (audience). This is most important.
 4. Start with a story. Create a Hero's Journey where you separate (embark on the journey), initiate (meet, mentor, have epic adventures) and return victorious and changed. Stories create opportunities to engage. You need to tell a compelling story. Make your audience care about you by caring about them.
 5. The value is in the impact, not the action.

6. Consistency is key. Set expectations and create opportunities to live up to them. This builds trust over time.
7. The Healthcare Consortium's video was analyzed. The video spoke a lot about what we do at the agency without contextualizing it. The community needs to know *why* we do it in a way that lets the people we serve know how valuable they are.
8. In summary, use videos to form relationships. Give without expectations, share values, and own your mistakes. Start with a story, follow with facts, and find a Hero's Journey. Consistency is key.
9. The purpose of this presentation was to share Tom's philosophy and to be a resource or consultant.
10. Contact info: Tom Langan, Chief Legendeer/Talex Media, (914) 715-6394, tom@talexmedia.com, www.talexmedia.com
11. Tom has been helpful to Claire and Sydney by looking at the Consortium's message.
12. Scott commented that he likes parts of our video, especially about the maze.

Toni Carroll left the meeting at 3:09 p.m.

Tom Langan left the meeting at 3:10 p.m.

Sydney Keiler left the meeting at 3:13 p.m.

Consent Agenda

The Board considered the following meeting minutes:

- Board of Directors regular business meeting minutes of December 6, 2023
- Executive Committee Meeting of January 3, 2024
- Governance Committee Meeting of January 17, 2024
- Budget and Finance Committee Meeting of January 23, 2024

The motion to accept the minutes/actions of the Board of Directors meeting of December 6, 2023, and all Committee meeting minutes was made by David Rossetti, seconded by Jack Mabb, and unanimously approved.

Treasurer's Report

Fiscal Highlights Report

Jack Mabb reviewed the Fiscal Highlights report. The cash balance is over \$600,000. Accounts receivable are in good standing and investments are doing incredibly well. It was expected that CARTS would have a sizeable deficit, but it was a lot less due to belt tightening, efficiencies gained, and fundraising. Claire shared that CARTS is once again able to transport multiple passengers in one trip, which is more efficient. Trips to Albany are limited to certain days. Clients were "coaxed" to schedule their appointments on those days. Most were agreeable, especially knowing that we are a charitable organization. There was one complaint. There hasn't been a drop-off in the number of clients. Credit belongs to Jim Funk and the rest of the CARTS program team for really working on the problem in a sustained way for many months.

President's Report

The Executive Committee reviewed the revision to Policy 902: New York State Paid Family Leave and recommended Board approval.

The motion to approve revisions to Policy 902: New York State Paid Family Leave was made by Dorothy Urschel, seconded by Amanda Pierro, and unanimously approved.

Executive Director's Report

- A. Columbia Memorial Health applied to the NYS Office of Mental Health for funding to expand in-patient psychiatric capacity. The plan is to add twenty beds to the existing twenty-two beds, to both enhance general psych services and provide specialized geriatric psych services. Claire drafted and Scott signed a letter of support. Dorothy thanked everyone for their support.
- B. Claire updated the Board on the future of the Tobacco Control Program. With Karen's passing, an immediate need for program management and staff supervision was created. Claire feels fortunate to have found a colleague of Karen's to fill that role as a consultant for up to five hours per week until the contract ends on 6/30. The RFA for the next contract was issued on 12/26. Claire has decided not to apply for many reasons: the plan of work prescribed by the Bureau of Tobacco Control (BTC) feels both uninspired and uninspiring; changes have made the contract less fiscally attractive; BTC is difficult to work with; there aren't seasoned staff to run the program; and, it doesn't fit well in our program portfolio. The Tobacco contract currently provides \$330,000 in revenue per year, with a fair bit of support for general and administrative expenses. Therefore, we will need to replace this revenue, though Claire cautioned the Board that the process for doing so may take as long as two years. Happily, she noted, we are well-positioned to make the transition at this time, given our fund balance and cash position, which will "bridge us" while we look for new opportunities. Robin commented that she is excited for us.
- C. The American Lung Association (ALA) currently holds four separate contracts with BTC for four separate catchment areas, and has expressed interest in applying for Columbia and Greene Counties as well. Claire will write a letter of support provided a local partner isn't interested in applying. Claire asked any Board member interested in applying on behalf of their agency to let her know this by the end of the week.
- D. Claire updated Members on strategic restructuring and a new hire. Ashling Kelly, Office Manager, left back in August. We attempted to fill that position but were unsuccessful. This prompted a discussion about restructuring the Admin Team. As a result, Lisa Thomas will be promoted to Director of Business Operations, in which she will be working on HR, compliance, and fiscal duties, but wouldn't be able to assume that role fully until her current position as Director of Consumer Assistance Programs is filled. We were lucky to have three good applicants for that role and are happy to report that Nathan McLaughlin has accepted the position. Nathan is the current interim Executive Director at Basilica and has previously been with the Council on Arts and the Camphill community. He has a deep background in service delivery and program management. He has an entrepreneurial spirit and is excited to grow programs. He starts on February 26th. Lisa will be training him. We are in a vulnerable spot with John being the only staff person in fiscal. This is an exciting moment. There have been office moves. A staff person sent a message to Claire stating he can sense the excitement here.
- E. The caterer and setting need to be confirmed for the April meeting, but it looks like it will be Thursday, April 11th. Claire will confirm this date as soon as possible.

Adjournment

The business of the regular Board meeting being concluded, the meeting was adjourned at 4:01 p.m.

Respectfully submitted,

Robin Andrews, Board Secretary