


Willard Community Center
Board Meeting Agenda
For March 27, 2019

Meeting to be held at 12:00 pm at the Willard Community Center
"We help area residents grow, connect and contribute to our community."

1. Meet and Greet potential new board members – Brett Richart and Will Tolliver 
2. Consent Agenda – Ms. Knudson
Minutes from February 20, 2019
~~Financials – January 2019~~ Justin Emily
Directors Report – March 2019
3. 2019 Budget Discussion – Mr. Pflanz
4. Marketing strategies for Willard and our programs – Mr. Beckwith
5. Updates about City Park relocation and Mourning Hope Ground Breaking – Ms. Soderling

Fund Raising Committee

2007
\$ 75,500
look grant
times good
\$ 10,000

Justin
Will
Missy

Joel

Wednesday
3rd
to noon

Sabbatic - Contract
Full Pay or Partial

Carly + Lyne
prepare pad now
move playground
after 23rd

Marketing: perceived value of target markets
* families + parents
* students + young adults
* elders
* international
diverse community
* group leaders

April 24th
next meeting

Willard Community Center Board Meeting Minutes

03/27/2019

Members in attendance; Kassy Knudson, Justin Pflanz, Emily Phelps, Missy Wigley and Joel Beckwith. Others in attendance; Janelle Soderling, Sarah Reinke, Tabitha Love, Will Tolliver, Brett Richert and Renee Hein.

12:01pm Board Chair, Ms. Knudson, called meeting to order.

Introductions

All Board members and directors went around the table to introduce themselves to Will Tolliver and Brett Richart as potential new board members. Will Tolliver is employed with Lincoln Industries and Brett Richart at Stephens and Smith Construction.

Board Member Vote In

Ms. Knudson asked that Mr. Richart and Mr. Tolliver step out while the board votes on potential new board members. Ms. Knudson stated that she believes Will Tolliver will bring great attention to the operations of Willard and new energy, and Brett Richart who is with Stevens and Smith will be beneficial as we have had Stephens and Smith's involvement previously. Ms. Knudson explained to other board members that there are grants that specifically ask for diversity on the board and how can the board bring in diversity, which is still something they need to focus on. Sarah Reinke pointed out that we cannot turn away good potential members either. Ms. Wigley stated that she can reach out to Jenny on city council to help Willard recruit diversity, and someone that has knowledge in early childhood education.

Ms. Knudson calls to motion the vote for new board members. Ms. Phelps motions, Mr. Pflanz seconds and motion was carried. Ms. Knudson welcomed new board members Will Tolliver and Brett Richert.

Budget Review

January financials not ready, removed item from agenda

Mr. Pflanz explained the budget to new members, stating that we are a nonprofit, however we still need to see the numbers closer to the black, not that we need to be profitable. Mr. Pflanz advised that in the past all donations went to the capital campaign instead of going to the operations of Willard. We need to make sure we have balanced budget as its been down over the last 5 years. Mr. Pflanz mentioned that we have loans we are paying on as well which are gaining interest which makes things more difficult.

Sarah and Janelle have worked with Renee on budget items, including but not limited to bringing waitlisted Roper children over to the Willard location. According to the budget put together by Ms. Hein this would increase our revenue by approximately \$22,000. Ms. Soderling advised that we do have trouble hiring for ratio and we would still need a van to make this happen. Ms. Reinke reminded board members that this number is predicted based off each family paying full price. We have Title XX families, and children who are Before AND After school, children who are one or the other, and free and reduced lunch children who have a reduced rate.

Another Budget Item discussed is the purchase of a van. Sarah Reinke has a contact who advised that he has come into contact with a 15 passenger Van. Year: 2007 with 75,000 miles with great interior and exterior for only \$10,000. Ms. Reinke is waiting on pictures to be sent over. Ms Reinke pointed out that the pictures will include another daycares logo and lettering on it, but that is to be removed before purchase. Mr. Pflanz asked why the van is being sold, and Ms.Reinke advised that the daycare center is upgrading to the brand new Mercedes Vans. If we are interested then we must act right away or a dealer will purchase the Van, and up its price.

Mr. Pflanz suggested that he is in agreeance if we commit to transport the wait listed kinds from Roper to Willard and to run by Joey.

Another Budget item discussed is the hire of somebody whose focus is on fundraising and grant writing. Mr. Pflanz proposed the idea of postponing the hire of this position for another year in attempt to get the budget back where it needs to be. And as a board, they all will take on the commitment of helping with fundraising. Ms. Reinke agreed and suggested that we have a separate fundraising committee. Ms. Soderling stated that we could bring in others who are not on the board.

Board Chair, Kassy Knudson brought up concern of how big some of the fundraising projects are, for example the golf tournament. Ms. Knudson asked if we will need someone focusing on the project as Ms. Jurguns did last year. As Ms. Reinke responded she advised that last year there were several people working on the project including herself, as she was even taking home materials every night to help out. If everyone on the committee did their part, that the having the committee would be successful.

Mr. Pflanz, Mr.Tolliver, Ms. Wigley & Mr. Beckwith stepped up as part of the fundraising committee to first meet on Wednesday, April 3rd at 12:00pm at Willard Community Center.

Mr. Pflanz, asked Ms. Hein to adjust the budget for busing and to eliminate the fundraising position. Ms. Knudson stated that she would like to see Willard at \$10,000 positive. Ms Hein stated that having the van paid for with cash or financed will make difference in the budget. Mr. Pflanz advised he would like to see us obtain a loan for budget purposes.

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The last budget item discussed, regarding Kim Deaveux, and giving her incentive to continue employment with Willard Community Center. Ms. Soderling advised the board that Kim is leaning toward having the summer off paid. Not necessarily to repeat every year, but asked if it can be reevaluated annually pending her request. Ms. Knudson, advised that after speaking with her legal team at Lincoln Industries that the way to go about this is to draw up a contract between Willard Community Center and Kim Deaveux. The Contract would be for 10 weeks off in the summer, either full pay or partial pay, with Ms. Deaveux's commitment to work for Willard Community Center for 9 months after her return; or would be subject to pay back the full or half pay salary she received while off.

Ms. Knudson advised that prior to sitting down with Ms. Deaveux that the contract needs to be perfected.

Marketing Strategies

Board member, Joel Beckwith presented some notes he had been working on per market strategies and presented to the board. "What is the perceived value by our target market?" Mr. Beckwith stated.

Families/Parents-Target our pre-K program, market on social media such as Facebook, and posting regular articles with parenting materials to gain interest in and around our community.

Students and Young adults-The social media outlets that would be used for this target group would be Instagram and Twitter, simply to make them aware of the space we have, what it can be used for and to Keep Willard in their mind so they are aware of what we have to offer in the future as well.

Elders and Group Leaders- Paper advertisements and word of mouth regarding reserving space.

International Communities- Press release would be effective if we used the right outlets, paper advertisements in different languages.

As a whole, having a press release, using social media outlets, paper advertisements, posting articles, and word of mouth. Mr. Beckwith advised he can help with writing articles, but it not necessarily his strong suit. Ms. Wigley advised she can help with articles as well, or another option is to use Up Works, which is a company that we can pay per write up. Ms. Wigley also suggested some group leader ideas: Book Clubs, travel groups, genealogy groups. Mr. Tolliver suggested a Yoga group.

Ms. Soderling and Ms. Reinke suggested that we would need to charge the groups to use the space, as we pay a receptionist to be here during those times. Mostly however, to prevent groups from coming in and damaging the building. Ms. Wigley suggested a small fee to each group would probably work out ok.

Update on Morning Hope

Ms. Soderling advised the board that Morning Hope will be breaking ground in May, and the city park will be moved to the west side of the parking lot. The issue pertaining to this is that per state licensing, Willard Community Center must have enough square footage available for the kids to play. With the construction and the park not being ready for the next non-school day we would have to close. Ms. Knudson asked if they would be fencing the construction site as Mr. Tolliver suggested that they legally have too. Ms. Reinke stated that between preschool and school age children that we can have 140 children at our site and with heavy machinery this is a major safety concern. This will also limit parking spaces for staff, and families.

Mr. Pflanz suggested to get in touch with Lincoln Parks and Recreation about starting to move the playground immediately. Mr. Pflanz suggested that if they can get the pad and cement done now, then moving the equipment should only take a couple of days. Ms. Soderling advised that she will make that phone call and see if Lincoln Parks and Rec can get a head start.

1:02pm Board Chair, Kassy Knudson called meeting to an end.

Willard Community Center Director's Report for March 27, 2019

1. Willard will be hosting a community craft fair on April 6th from 9:30 am to 3 pm. We currently have 25 vendors coming so both 2nd and 3rd floors will be full. We are hoping for a beautiful spring day that will bring out lots of people.
2. Willard will be hosting another restaurant fund raiser at Chipotle from 4 - 8 pm on Saturday, April 13th. We will receive 33% of the total sales made. We will be getting a post on Facebook so please help us to share this to we can get the word out and get great attendance.
3. I have sent 90 pictures to Cheever Construction showing any issue in the building that needs to be addressed before our one-year warranty is expired. They have already sent someone out to look at our shrinking and cracking countertops and to discuss replacing the countertops in the reception area and the west preschool room. Ryan from Cheever will be in the building for a few days to investigate the window trim issues and other concerns. Tim Donner will be sending out the other contractors to do their needed repairs. Hopefully it will all get taken care of before May.
4. Summer registration has begun and registrations are coming in. We should have a full house here again this summer.
5. I have been able to train and certify 21 child care staff since January 1st when the new requirement came out that everyone working in licensed child care had to be trained in Pediatric CPR/First Aid/AED. I will train another 5 child care staff on March 30th. I am able to rent the adult and infant manikins and AED from the Nebraska Safety Council for \$90.00. We get a discount rate from the American Red Cross so each person is \$27.00 and until March 31st DHHS has said that they will reimburse us for half of their class expense. It has been very convenient and cost effective to have me as a certified instructor.