

Willard Community Center Board of Directors Meeting Agenda

October 28, 2020

12:00 pm at the Willard Community Center

YOU WILL BE INVITED TO JOIN A ZOOM MEETING.

“We help area residents grow, connect and contribute to our community.”

AGENDA

1. Consent Agenda – Ms. Knudson
 - Minutes from September 16, 2020
 - Financials for August 2020
 - Directors Report for October 2020
2. Resignation of Board Member Brett Richert – Ms. Knudson
3. Strategic Planning Update – Ms. Knudson
4. Golf Tournament Final Total – Ms. Soderling
5. EIDL Loan Update – Mr. Pflanz and Ms. Hein
6. Child Care Update – Fall Break & Step Up To Quality Accreditation - Ms. Sarah Reinke & Ms. Tabitha Love
7. Donor Letter to be mailed in November – Ms. Soderling
8. Updates on Grants and Letters of Intent – Ms. Hein and Ms. Soderling

October 28, 2020 Willard Community Center Board of Director's Meeting

Board members in attendance: Kassy Knudson, Justin Pflanz, Joey Mumaugh, Michele Lueders, Johanna Hannemann, Carolyn Kortmeyer, Emily Phelps, Will Toliver and Irene Delozier.

Others in attendance: Renee Hein, Sarah Reinke, Tabitha Love and Janelle Soderling

Ms. Knudson called the meeting to order at 12:04 pm. She called for a motion to approve the consent agenda. Mr. Pflanz made the motion to approve the consent agenda and Ms. Phelps seconded the motion. Motion carried.

Ms. Knudson informed the board of the resignation of Brett Richert. He is resigning because his work responsibilities have changed and his personal work load has increased. He is an avid supporter of Willard and wants to continue to help out whenever he can. He also hopes that Stephens and Smith will be asked to help out when needed.

Ms. Knudson moved to our big agenda item the Strategic Plan. The board has been working on the first draft. It focuses on our vision and mission. The board has reviewed our current plan and has changed some goals to focus more on administrative, capacity, and resources. Ms. Knudson began to work through the plan.

Mr. Tolliver joined the meeting at 12:10 pm.

Technology will be a goal for the upcoming year and will be on-going. This will include more virtual support and an overall platform for child care communication, billing, check in system, time cards, etc.

Infant Care – This was identified so that we would round out our programs and have an additional revenue stream. Mr. Pflanz stated that when you don't provide infant care during those early years it is harder to get families to leave their current care and come to Willard. This could help us long term if we can make it work. Ms. Phelps agreed. We have explored this in the past but haven't pursued it due to additional requirements for licensing, space, and increased liability.

HR Support – We need to rely on the board for expertise in grant writing and trend forecasting. We need to get a lot more aggressive when asking for grants and think more outside the box. Mr. Pflanz said to budget higher and request higher amounts from funders in hope they will give more.

Ms. Delozier joined the meeting at 12:20 pm.

Leadership succession planning – Ms. Knudson discussed that we need to work on more partnerships and connections because other agencies have received more money from funders because of their connections.

Governance – We need to find more good board members.

Finance – No changes.

Mission – No changes.

Relabeling Programs – We need to market our child care programs to differentiate from other child care programs in the community and makes us unique. Ms. Delozier suggested "Child Care Center" can seem more for profit based. We need to label as a "Community Center" and lay off of child care center. We

are missing opportunities if we focus on child care. We should also look at Adult Day Care. This could provide another revenue stream and partnership. This is a growing demographic that is untapped in Lincoln.

Our tactics: We have a lot right now but this should be our next topic of conversation and set priorities of what we want to do. Tactics can be multi-year. Ms. Knudson asked where we were currently on the following items and who would be taking this on as their homework for the strategic plan:

Grants and fundraising – Ms. Knudson agreed that we should search for multi-year grants and that 25% of our budget should be grants.

Technology – We are looking for a grant to pay for the child care system update. Ms. Knudson and Ms. Reinke will discuss.

HR Support – Ms. Hein suggested that we reach out to UNL and other partnerships for added support.

Leadership and Succession Planning – Ms. Soderling will be retiring in a few years so we need to identify new leadership and develop a vision and timeline for this position.

Governance – Ms. Delozier suggested that we develop board involvement guidelines, work on diversity, and search for board members who bring expertise, time and money to Willard. We should have every ethnic group represented that we serve. Mr. Tolliver asked how we identify strengths and what would this look like. Ms. Delozier stated that we could make an inventory list of talents and find out what board members could bring to the table. It would be like a handbook of talents that we could use as a resource and from there we could delegate jobs for the board. Ms. Knudson and Ms. Delozier will send out a grid of talents on google docs that could be shared. Ms. Hein suggested also making a document that shows what Willard needs to have done.

Finance – Mr. Pflanz reported that he has been working with Ms. Hein on the EILD Loan as they asked for additional documents. Hopefully we will hear back from them soon. Mr. Mumaugh mentioned that we could do a regular loan through West Gate Bank. We just don't want to take out too much money through loans. Before Covid we had moved into long term sustainability and we can get back there again. We must keep in mind that there is a lot of equity in our building. In a worse-case scenario we could sell the building to pay off our loans. The extra funds would go to the Secretary of State and divided up to help the community. If we take on additional debt some bridge financing might be needed to help to get us through.

Ms. Knudson stated again that our top priority is to find a new revenue stream because child care may not be able to sustain us. We are solvent through January. She has heard from funders and donors that they want to see more collaboration.

Mission – Ms. Knudson stated that we need to present ourselves as a Community Center and keep a balanced portfolio of offerings. Reach out to Aging Partners about adult day care or other joint partnerships.

Action Items:

Technology – Ms. Knudson, Aging Programs – Ms. Delozier, Work Study – Ms. Delozier, Grants – Ms. Phelps and Ms. Hannemann, and UNL partnerships – Ms. Lueders

Ms. Knudson suggested that we find a 2-hour block of time at the beginning of December to discuss the Strategic Plan again. She will send out an email about a meeting time. Everyone is to come to the meeting with more research completed.

Golf Tournament – Ms. Soderling reported that we made about \$8,000. There are still a couple more receipts to come in.

Step UP to Quality – Ms. Love reported that we scored high enough to reach Level 4 at our evaluation. This will give us \$1,000 as a bonus incentive from DHHS and also our Title XX rates will increase for preschool and other child care programs held at the Willard site.

Donor Letter – Ms. Knudson and Ms. Soderling are working on a donor letter to go out again this year around the first part of November. Mr. and Mrs. Marc LeBaron have already donated \$11,250 toward this campaign.

Grant Update – Ms. Soderling reported that there was extra funding available from Healthy Places Grant and Child Care Stabilization because we provide Title XX subsidy. We could get \$1200 per site. We also applied through the State of Nebraska for a Charitable Non-Profit grant which could be \$12,000 or \$27,000 depending on the impact of Covid on your neighborhood. We have received \$10,000 from Cooper for general operating, Stuart Family Foundation \$2,000 for preschool outdoor play equipment, and Abel Foundation for \$5,000. We are waiting to hear from Community Health Endowment, Keno Prevention Fund, Ameritas and Viking Foundation. We have turned in our quarterly report to United Way and are working on an end report for Woods for our general operating grant and then will turn in an emergency interim grant for \$10,000. Mr. Mumaugh offered to help with grants if needed.

Child Care Update – Ms. Reinke reported that we had 30 children attend Fall Break. It brought in additional revenue as we charged \$23.00 a day for Nov. 2nd and 3rd. We had 53 children signed up. LPS has also added additional non-school and PLC days to their calendar. The DHM has gone from 16 children allowed in Preschool to 20 so we are working through our waiting list.

Ms. Knudson adjourned the meeting at 1:02 pm.

Directors Report for October 28, 2020

1. Lincoln Industries has been very gracious to allow us to park all three of our 15 passenger vans in their parking lot for the winter. Parking is limited in our lot with Mourning Hope open and groups returning to use Willard again. With winter coming and having to move snow around them all the time we decided to look for another location to park them. Lincoln Industries volunteered and it is going to work out very nicely for us. We signed a Vehicle Storage Agreement and we will be working with Will Toliver if there is ever any concerns about the vans. Thank You Lincoln Industries for being there once again when we needed you.
2. Lincoln Industries also donated 3 toy trucks, pop toobs, bike helmet, bounce ball, and boxes of ball pit balls during fall break. Each kid got to take home a pop toob and were so excited about the new toys.
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