**Safe Berks**

**Board of Directors Meeting Minutes**

**Date January 24, 2019 @** 8:00 AM

**Location:** Safe Berks Center, 255 Chestnut St., Reading

**Conference Call Information:** Dial in No. 1-877-860-3058

Guest Passcode 7148513#

**Attending**: Jamal Abodalo, Sherry Berriker, Nina Bohn, Barbara Boland, Karen Cook, Carlixta De LaRosa,Denise DeMascio, Diane Duff, Jay Mahoney, Steve Ohnsman, Mark Wallace

**Telephone**: Mandy Acuna, Tina Boyd, Joe Cicala, Tim Marks

**Excused:**, Amanda Jackowski, Susan Fromm, Mindy McIntosh, Michele McCartney

**Absent**: Jonathan Encarnacion, Eve Kimball

**Staff**:, Mary Kay Bernosky, Beth Garrigan, Jasmine Suarez

Macy Lengle was introduced to the staff as our new SART Coordinator. Her role is to assist and oversee the process of creating a more comprehensive and trauma-informed response to sexual assault. This includes working with the District Attorneys, all police jurisdictions, all college campuses, all major health networks and hospitals in Berks County and of course, Safe Berks staff. Moving forward they are looking to creating a core SART team that will review what the county needs and create our SART around it. This could look like a technical assistance team, case review team, response team, or etc. Unfortunately, Macy and Diane Ellis were scheduled to go to Cambria County to meet their SART team in January, however weather did not cooperate so they will be traveling there in April. Their SART is highly recognized for the work they do and their collaboration among systems.

The meeting was called to order at 8:05 AM.

Beth Garrigan, COO provided information to the Board about the process the Directors and Staff have gone or are going through to determine their Why? She asked the Board to think about WHY they have agreed to be a Safe Berks board member. Responses will be compiled, and a survey monkey will be sent for everyone to vote. (It is expected that some responses will be similar so the items to vote on will most likely include a combination of answers.)

Mary Kay noted that since the directors have gone thru this exercise there is definitely more trust among the group.

1. Strategic Plan – Mary Kay updated the board on the progress that has been made on the strategic plan.

* Jen Ebersole, director of Education & Outreach has submitted her resignation.
* Sharon Danks with Tweed Weber Danks will conduct another climate survey. It will be priced at ½ the original cost.
* We have deployed the Safety Net effective June 1, 2018. Jan Cremer is responsible for the daily updates.
* Defining our culture is well underway. Will be ongoing. The question is how we include this in Performance Evaluations.
* We continue to work on outcomes that are always very challenging to show. We are using the Movers surveys given at entry and again when the resident is leaving. The survey primarily measures empowerment levels.
* Must use ESQLF to record symptoms related to trauma. We are using software to measure anecdotal information.
* Mary Kay asked that the item “Bring our services out into the larger community (using the clubhouse model). Focus program resources in other areas of the city and the county” be deleted from the strategic plan due to our emphasis on running an Endowment Campaign in the near future. We have a lot of internal work to do before we are ready for that.
* The development department has been “redeveloped.” The Annual Appeal will now go out in early February instead of right after the Celebration of Peace in December. It was decided not to mail the annual appeal to Peace Trust members or to current sponsors.
* The results of the feasibility study conducted by Rick Blain were very positive. He will be giving the board an overview later in the meeting.

1. Dashboard & Safety Net

* Jasmine gave a visual presentation of the newly developed dashboard that will replace the lengthy monthly mailings for the board. The dashboard will show “at a glance” information about what has occurred in each department since the last report as well as YTD. This month the dashboard shows;
  + We get very few calls from St. Joe’s.
  + It would be helpful to have a distinction on the turnover report between full and part time.
* Jasmine also gave the board a visual presentation of the Safety Net so they could see the kind of items we have posted. It is updated daily; sometimes more often.
  + The Board expressed interest in acknowledging staff anniversaries – perhaps a couple months at a time.

1. Consent Agenda

* Board Minutes – October 25, 2018
* Executive Committee Minutes – November 21, 2018
* Executive Committee Minutes – December 21, 2018
* Executive Committee Minutes – January 16, 2019
* Finance Committee Minutes – November 21, 2018
* Finance Committee Minutes – December 19, 2018
* Finance Committee Minutes – January 16, 2019
* Board Facilities Minutes – November 18, 2018
* Board Facilities Minutes – January 10, 2019
* Employee Retention Minutes – December 11, 2018

*A motion to accept the consent agenda as presented was made by Jamal Abadolo and seconded by Steve Ohnsman. Motion carried.*

1. Development

* So far this year we have had excellent results on our events. The COP and Berkshire Mall Gift Wrapping both exceeded goals.
* Our sponsorships are now a full year long. We have already reached $82,000 against a $70,000 goal. There are some businesses that we were not able to contact because of the UW Blackout. We are going to approach them now through the summer and offer an 18-month sponsorship. We can add the 2019 WFNM because it doesn’t cost us anything to add more names to signage or shirts and they get the benefit of 3 events.
* We are working to re-vitalize Peace Trust. Carolyn would like to find a replacement to head this group and reach out to a younger demographic. Our goal is 40 new members this year.
* WFNM was successful last year in terms of walkers and teams. What we want to work on this year is increasing the walkers but also to get more walkers to raise money for the cause.
* The Board would like the Development meeting minutes to be posted on the portal.
* We will be updating the data base regularly.

1. Medical Advisory Committee

* The first meeting went very well. The attendees were enthusiastic and provided a number of names of people who should be added to the group. In addition, multiple stakeholders offered to host future meetings. Initially quarterly meetings were proposed, but the group felt strongly that the meetings should be monthly. The Minutes and a list of committee members will be posted to the portal.

1. Governance

* One of the things that the Governance committee will be working on is adjusting the timing of the Chief Executive Officer’s goals so they are issued in June/July in line with other staff. PCADV requires that the Executive Director evaluation be done at least every 18 months. Joe Cicala will again head up the CEO Evaluation process.

1. Finance

* Jasmine reviewed the financial reports for November & December 2018
* The first payment of $600,000 from our Anonymous Donor came in December. The two remaining payments will be paid in December 2020 and 2021. The payments are to pay off our mortgage debt.
* *A motion was made by Nina Bohn to exclude Property Insurance and Pass Through Payments from our 2 signatures required rule. Steve Ohnsman seconded it. Motion passed*.

1. Rick Blain Presentation

* Since word of the anonymous donation for debt relief came in early in the feasibility study, Rick was able to adapt his questions towards community attitudes towards a campaign for an Endowment Fund.
* 29 individuals were interviewed all of whom have lived in the community for many years. The strengths identified by this group included Mary Kay, Our Mission, our Reputation and our Staff.
* Weaknesses were the Name Change, community awareness could be better, Staff turnover, dependence upon government funding.
* People understood the need for our services and our need for an Endowment fund to sustain us.
* Overall people endorsed the idea of a campaign and most felt we would be successful reaching $1M. Interviewees were asked to provide a number that they might give to such a campaign and the total reached $359,000 which is 36% of goal.
* Rick recommended we expand our case statement and expand our education and prevention work to increase community awareness. Rick also reminded us about the 80/20 rule – 80% of our donations will come from 20% of the donors.
* Mary Kay indicated that since we don’t meet again until March she would like the vote today. Right now the field for campaigns is open and according to CCRB there are none on deck.
* *A motion was made by Nina Bohn to endorse the recommendations of Rick Blaine and embark on a $1M capital campaign to fund an Endowment. Steve Ohnsman seconded the motion. The Motion carried.*
* A decision on the contract with RR Blain and Associates to run the campaign was not made as the CEO requested additional time to review the proposal. If necessary, the CEO will ask for an email vote on the proposed contract or any revision thereof, if timing is of the essence.
* CEO Report
* We were able to get the car that has been sitting on our lot since September removed thanks to our relationship with the Reading Housing Authority allowing us to use their city permit to get cars removed.
* On MLK day the staff went to see “On the Basis of Sex” and then had a lunch catered by Boscov’s and followed by discussion by Missy Zimmerman about her Jewish Heritage and about the movie.

Old Business – None

New Business – None

Motion to adjourn was made by Carlixta de la Rosa and seconded by Jay Mahoney. Motion carried, and the meeting was adjourned by 10:14 am.

Respectfully submitted,

Jan Cremer

Executive Assistant/HR Coordinator