Talking Book Center, Inc.

Board Meeting Minutes for Monthly Meeting

March 26, 2020

PARTICIPANTS PRESENT: Catherine Bacik, Koressa Malcolm, Mary Stephenson, Marian Hackney, Ilia Desjardins, Margaret Ralston, Margaret Bailey, Kevin Osborne, Sarah Skrobis, Dan Swift

ABSENT: J H Cline, Daza Craig, Robert Gudman, Jim Allen, Alisa Cummings

Due to the physical distancing mandate imposed by the Governor in response to the COVID-19 pandemic, the Board met via phone conference. Catherine opened the meeting. A copy of the February 2020 minutes was distributed through email and reviewed by Board members prior to the meeting. After it was determined a quorum was present, a MOTION was made to accept the minutes as presented. Motion passed unanimously.

NOTES FROM TBC PRESIDENT: Discussion needs to focus on how to do fund-raising and publicity during the current health and economic crisis.

TREASURER'S REPORT: Dan sent a copy of the treasurer's report to members prior to the meeting. The financial reports have been reviewed and discussed and it appears that the financial reporting is correct and accurate. Dan is preparing routine requests for funding support. Information on securing a credit card will be reviewed by the Finance Committee and presented at the next meeting.

STAFF REPORT: Staff report was sent via email for all to review. There were 9 new patrons in March. The Senior Health Fair scheduled for April and the Community Foundation awards ceremony have been cancelled; NLS conference is postponed until September. The Duplication machine has not yet arrived but more books are being loaded on one cartridge manually to reduce number of cartons mailed and decrease risk of contamination. Grant awards have been postponed or are pending.

COMMUNITY FOUNDATION UPDATES: No report.

COMMITTEE REPORTS:

Finance Committee: No report.

Development Committee: Margaret B. shared tips from the recent webinar presentation and will forward the material to the Board. Tips included the need to share our stories, choose words carefully, be prepared to change strategy and alter vision, dispel myths about the organization, and clarify what it is that you want others to feel and do. It is most important to thank donors, check in periodically, share a mission moment and a money story, and to provide options of how to help. Donors need to know there is a positive outcome. Help them see it as an investment rather than a donation.

In order for Sarah to complete the thank you letter to donors for the Facebook fund-raiser, <u>please send her the contact information of the donors and what they gifted</u>.

Currently, the emphasis needs to shift from seeking donations to educating about service the TBC provides, who it serves, and how to apply. To ensure consistency, Cat will work with Ilia to develop a message that can be used as a Public Service Announcement by Board members when doing publicity. Efforts should focus on local newspapers, local radio stations, retirement community news letters, and other appropriate professional and community forums. Since all Board members are encouraged to make contacts in their communities, when you do so, please email the info to the whole Board and Marian will add the information to the master list in the Google Doc that tracks outreach efforts.

Promotion of the Kroger Rewards program will not divert funds from other organizations in need. Upon request, Sarah can email the bookmark template that includes information regarding the Kroger Rewards program to use in publicity. Marian will email a tips sheet for linking a Kroger Rewards card to the TBC.

Nominating Committee: No report.

Outreach Committee: No report.

Strategic Action Plan Committee: No report.

OLD BUSINESS:

Please send Ilia your volunteer hours for March.

NEW BUSINESS:

The next tele-conference meeting will be April 23, 2020 at 3:30 PM. MOTION to adjourn was made and approved unanimously.

Marian Hackney, Secretary TBC