

**The Arc of Sedgwick County**  
**Board of Directors Meeting**  
**November 26, 2007**

ATTENDEES: Marge Zakoura-Vaughan, Linda McCurry, Jana Bleakley, Darcy Eads, , Shakila Saifullah, Ronda Maass, Steve Fisher, Marlene Sanders, Tim Reimer, Colette Deeds-Conner, Curtis Tatum, Ken Dannenberg, Julie Wittich, Dave McGuire

ABSENT: Deborah Gdisis, Kevin Fish

PRESIDING: Steve Fisher

STAFF: Kristen Phillips, Stacey Evans, Marty Rothwell, Vonda Bankston

GUESTS:

**I. Call to order**

The November 26, 2007 meeting was called to order at 6:04 p.m.

**II. Self Advocate Report**

Shawna Fielder was absent. The SA report was on the table available for everyone take one. Marty spoke about the success of the Thankful Feast event acknowledging the board members who attended, Dave McGuire and Marge Zakoura-Vaughan. Cross Roads Fellowship Bible Church does a fantastic job running the event. The Grand Lighting ceremony for Lights on St. Paul (LOSP) is Nov. 30 at 5:30 p.m. Posters for LOSP were passed out to board members to post in their place of business or other locations around town. Sign up sheets were available to volunteer to work the lights and/or donate a meal for an evening for volunteers working the lights. YB Meats sponsored TV ads on FOX for \$2,500.

**III. Agenda Modifications**

Add item E "Marketing Budget Direction" under Discussion Agenda.

**IV. Consent Agenda**

**It was moved by Linda McCurry and seconded by Jana Bleakley to adopt the consent agenda as presented. Motion carried unanimously.**

**V. Discussion Agenda**

**A. Case Management Update**

There are no changes at the state level. Agencies are pushing to have the reimbursement rates increased or average increased. The concerns that The Arc has is not getting enough funding to meet the budget. Three agencies have quit Targeted Case Management: Catholic Charities, Mosaic and Faith Village. Income is down 13% from the state due to billing and eliminating case management for children

**B. Strategic Initiatives Update**

1. Program Evaluations – Bulk mailing is going out from Starkey. We are still refining it and working on consistency.

2. Facility, Transportation and technology – Update in ED written report.
3. Arc Awareness and Development – Have not met in awhile. Discussed success of the VIP Breakfast.
4. Board Governance – working on updating Articles of Incorporation, bylaws and asking to do away with the Constitution because it is a duplication of the Articles of Incorporation.
5. Staff Productivity and continuity (Personnel Committee): working on performance reviews for staff and ED
6. Finance Committee – Tim Reimer noted they are working on getting financial reports to be more useful. He asked for suggestions from the board to help them better understand financial reports.

There was a discussion on Bryan’s Fun Fund and Vaughn Memorial. What is their purpose and should we have special accounts? Shouldn’t the agency decide what to use the money for without having to go through the family?

Colette Deeds-Conner questioned why the Devore donations will be going away. We have a Devore account but won’t anymore because they would give us dollars and wanted us to write checks out of that account to other agencies for donations and we couldn’t do that. The Devore group is changing how they are allocating their donations.

#### C. Retreat Wrap-up

Steve asked for the board’s top two topic picks to focus on for the future.

1. More specific, targeted client groups with services customized to meet their needs.<sup>1</sup>
2. A well recognized “brand” identity in the community that helps open doors to needed resources. (This may necessitate a name change.)

**It was moved by Jana Bleakley seconded by Ronda Maass to target the topics 1.) more specific, targeted client groups with services customized to meet their needs.<sup>1</sup> along with its bullet points and 2.) a well recognized “brand” identity in the community that helps open doors to needed resources. Motion carried unanimously.**

#### D. VIP Breakfast

Linda McCurry shared that it only cost us \$76.35 for the food that served everyone. She believes The Arc’s food budget can be cut back. It just depends on what you spend the money on.

Linda brought up concern of alcohol being provided at Self Advocate holiday party. Self Advocates on medications should not be drinking alcohol. Colette Deeds-Conner agreed besides the liability issues for the agency.

Marge did not think that it should be prohibited. Those are choices that people need to learn to make as we work for normalization.

#### E. Marketing Budget Direction

Marketing options presented to discuss were:

- Hire new or current staff to address marketing responsibilities
- Out source marketing to a consultant or agency
- Compensate current in-house personnel on marketing team for additional hours
- Combination of above options
- Continue as we are

Other options discussed were: hiring an intern; Erika has computer graphic design degree maybe we can use her; compensate staff for time spent on marketing by January 2008 and move towards hiring look at a full time marketing director in January 2009; look into a retired marketing person to give volunteer hours.

Julie Wittich discussed the importance of a marketing staff in raising awareness about the agency. When asked about where the money would come from to pay for the position she did not have an answer, but shared that at her preschool they raised tuition to get more money to give bonuses to staff. You have to raise it up every so often and increase the cost of things.

Colette agreed and discussed raising membership fees. They have not been raised for about 14 years based on Darcy Eads paying the same rate since her daughter was born.

Tim Reimer noted that the endowment should not be looked at as a source to fund a full time position; it is not intended to be used for operating shortfalls.

Curtis noted that we can hire a person but we need to put money behind it to get things accomplished. We need a line item for advertising. The Arc is missing a lot in not diversifying revenue streams. There are a lot families who come to The Arc for the YESS program and from that go to case management. If there is another service that you can provide to them then they will come for that too, which is where you will generate your revenue. If you are not actively going out there to raise money then you are not going to get it. If you raise membership dues 50% then you'll lose membership by 50%. It is a matter of having the dollars available to do what it is we want to do, and it comes from advertising. When asked about Goodwill's development department, he noted that Goodwill dropped their affiliation with United Way specifically for that purpose. United Way was not giving them the dollars that they could generate by doing their own development and fundraising. Their events raise them anywhere from \$450,000 to \$600,000 annually, although Goodwill's budget is much different than The Arc's budget.

Shakila Saifullah shared that Ben Sciortino, former County Commissioner, has opened his own marketing consulting business if anyone feels comfortable contacting him.

Tim Reimer: It may take a grant, some revenue source from somewhere to get a development position started. Curtis shared that there are no start up dollars anymore. You need data to show and back up need.

Jana Bleakley: A WSU marketing class used to adopt a nonprofit and develop a marketing campaign and everything else. Mr. Anderson is the contact person at WSU and is very resourceful. Jana will contact to follow-up.

Tim Riemer: On the endowment committee he is contacting Taber College to talk to the business department and ask if they have a talented student who needs a project that you can give credit to. Tim will give him what he wants to have happen and let him/her put together a program. Friends University or Kansas Newman could do the same thing.

Dave McGuire commented on staff being able to come up with \$25,000 to \$30,000 by taking money out of the food budget. It would be a short term fix.

The Arc has spent \$72,000 on food through October.

Darcy Eads: We should make a priority effective and efficient business practices.

Steve Fisher: It is going to get to the point that every decision in the budget is made based on a business decision model.

Stacey Evans: There needs to be accountability on adhering to the budget.

Colette: We need to add under New Business for next month some of these budget items and evaluation issues that have been handled by committees to find out when they will be completed. These evaluations have been going on for four months now and don't have any completed to the best of her knowledge.

Tim Reimer shared that Stacey has done a good job evaluating the YESS program. It has just come out so no one else has it yet. He thinks that level of scrutiny should be done on all of the programs. The budget is going to have to be used as a tool to monitor business going forward.

It was decided to table for a later meeting to allow staff to see what options they have in the budgetary process that is going on right now and allow board members to research some areas they were talking about and make contacts and bring back information to the next meeting.

## **VI. New Business**

### **A. Staff Appreciation**

We are currently looking at a \$4900 loss in operations. Discussion on options presented.

Julie Wittich: Do members know about this gift to staff and where the money comes from? In another situation that she is in, they have addressed this very thing and offered an opportunity for members to donate towards the gift to staff.

**It was moved by Ken Dannenberg and seconded by Tim Reimer to give staff appreciation gifts at the same level as last year in 2006. Motion carried unanimously.**

### **B. Annual Executive Director Evaluation**

A hard copy was distributed to all of the board members to be returned to Marlene by Dec.

21. Marlene reassured everyone that their comments would be kept confidential.

It was moved by Jana Bleakley and seconded by Darcy Eads to adjourn. Motion carried unanimously.

Adjourned 8:30 p.m.

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Secretary Signature

Secretary – Darcy Eads  
Recorder – Kristen Phillips