

The Rainbow Connection
Board of Directors
May 12, 2016

Meeting Minutes

Present: David LewAllen, Greg Anderson, John Jackson, Ryan Giacolone, Howard Goldman, D'Ann Colombo, Rebecca McGovern, Dan Flynn, Mary Grace McCarter and Kelly Collins.

Excused: Jeff Hauswirth, Sue Welker, Julie Nicholson, Russ Shelton, L. Brooks Patterson, Dominic Mocerri, Michael Collischan, Fred Hoffman, Janet Dobson Vernier, and John Welker.

Call to order

The meeting was called to order by President David LewAllen at 5:00 pm.

A motion was made by Greg Anderson to approve the minutes, seconded by John Jackson. President LewAllen called for a vote. The motion passed unanimously.

President LewAllen thanked Mr. Anderson for his tremendous leadership and service to the Board. Mr. Anderson will be bringing a large group of Blue Cross Blue Shield (BCBS) employees to The Rainbow Connection office to volunteer. Mr. Anderson is retiring from BCBS on May 31.

President LewAllen thanked the Board for their support and participation in the Dream Makers Ball (DMB). He acknowledged the tremendous success of the event. In 2015, DMB raised [REDACTED] and in 2016 it raised an incredible [REDACTED]. Next year the event will be held on May 6, 2017 at The Townsend. The event date was moved because it came up against Easter and Passover holidays as well as people going to Florida. May 6 is also the date the venue is available. Ms. McGovern expressed concern about the date as it is the same date as the Kentucky Derby. There will be conflicts as people will have Kentucky Derby parties on their calendar.

Executive Director (ED) McCarter shared Board members brought in sponsorships of [REDACTED]. You are successful at fundraising! Mr. Goldman reaching out to [REDACTED] is also fundraising.

Regarding Dream Makers....

- Ms. Colombo did not think the [REDACTED] went well. She liked the [REDACTED]. The lighting and location of the [REDACTED] as well as the variety of [REDACTED] may have been factors.
- There were mixed reviews on the food.
- The potatoes were cold,
- guests had to ask for zip sauce,
- fish portion sizes varied from one guest to another.
- The wine service was slow if at all. [REDACTED]
[REDACTED]. TRC is paying for [REDACTED]. The plan was for the [REDACTED] to flow.

- The food ran late. At 7:36 pm, ED McCarter was asking for the salads to be brought out. The response from the wait staff was they were waiting for all of the guests to be seated-all guests were seated.
- Mr. Giacolone shared the [REDACTED] was a home run. It really connected with people. It provided a glimpse of what our wish kids are going through. Ms. McGovern stated we might have wanted to go right into dedicated giving after the video instead of the lengthy description of the wish kids.
- In 2015, dedicated giving raised [REDACTED] compared to [REDACTED] this year.
- The guests enjoyed emcee [REDACTED] ED McCarter shared he stayed perfectly on time. He was great with wish child [REDACTED] [REDACTED] his time.
- We paid a fee for auctioneer Dan Stall. We are looking for a new auctioneer for next year.

President LewAllen invited the Board to attend The Dobson. Save the date postcards are in the Board packet.

[REDACTED] of Birmingham has chosen TRC as its charity. ED McCarter will be speaking to them on May 18.

ED McCarter and President LewAllen will go to Grand Rapids on May 19 to begin establishing a permanent relationship there with the goal of increasing awareness and fundraising. Forming a committee there is the first step in an expanded presence. Ms. Colombo shared they have a big sister accounting firm in Grand Rapids.

Committee Reports

Finance - Treasurer Flynn reported it is a great year.

- TRC has net income of [REDACTED] year to date due to the [REDACTED] gift.
- General donations are at [REDACTED] in the 1st quarter of the year.
- Income is at [REDACTED] compared to [REDACTED] for the same time period last year.
- Wish expenses are up [REDACTED]. Currently, there are [REDACTED] open wishes compared to [REDACTED] at same time last year. There were [REDACTED] completed wishes in 2014 and [REDACTED] in 2016.
- All controllable expenses are under control. TRC's cash position is [REDACTED] [REDACTED] a year ago.

The 2015 990 was sent to the Board via an email prior to the meeting.

The 2015 Financial Statements were distributed. They state the ratio of program expenses as [REDACTED] compared to the 990 which states the ratio as [REDACTED]. The 990 looks at some expenses on a net basis verse gross basis. President LewAllen stated Charity Navigator looks at the 990.

Marketing- President LewAllen –

- Marketing Committee met last week. They are busy planning for the Walk for Kids which will be held in the late afternoon on Saturday, August 20 at Jimmy John's stadium. The \$15 million dollar stadium will open to the public on May 31. Three teams of college level minor league players will play there. The venue will create new interest in the event as well as offer affordable family fun. Picnic areas are located around the stadium. The Walk for Kids Kickoff event will take place at 6:00 pm on Thursday, June 23 at TRC.

- Nicole Malak has joined the Marketing Committee. She left employment at TRC to work for Fraser Schools. She is now working for WDIV.
- The website has been refreshed. Wish families will be asked to share videos of their wish to help tell their story and what the wish means to them. Mr. LewAllen will narrate a movie using wish pictures. Dave Romanelli from Word Pictures will do the editing. He has also donated his time transcribing interviews from the TRC video. A fact sheet with wish pictures has also been created.
- President LewAllen shared copies of the Neighborhood Seen Magazine article. TRC was on the cover of Southern Oakland Township Magazine along with a great article.
- The Annual Report has been mailed. Additional copies are available. Best yet!

ED McCarter also shared a Development Committee has been formed. Three members at this time-

A motion was made by Greg Anderson to adjourn the meeting, seconded by Rebecca McGovern. The motion passed unanimously.

The next meeting will be Thursday, September 1 at 5:00 pm

The meeting adjourned at 6:04 pm.