

## Board of Directors Meeting

May 16, 2019

Present; Janet Dobson Vernier, Sue Welker, Kevin Schnieders, Roland Chu, Dan Flynn, Dominic Mocerri, Kathi Hunt, Ryan Giacolone, Fred Hoffman, Dave LewAllen, Howard Goldman, Ingrid Todt, George Miller, Megan Phelps and Rebecca Martines

**The meeting was called to order at 5:01pm.**

### **Approval of Board Meeting Minutes from March 28, 2019**

Mr. Schnieders motioned to approve the Board of Directors Meeting Minutes from March 28, 2019; President Giacolone seconded the motion. The motion was approved unanimously.

### **March Year to Date Financials**

At the end of March, there was ██████ in cash which is a dramatic increase over prior years. This time last year there was ██████ in cash. This is a very nice cushion for the beginning of the year.

Mr. Schnieders motioned to approve the March Year to Date Financials; Dr. Chu seconded the motion. The motion was approved unanimously.

### **990 and Financial Statement**

The 990 and Financial Statement were previously circulated to the Board of Directors. There are very positive results from the 2018 audit. Treasurer Flynn shared that a highlight from the audit is that the ratio of program and operating expenses has to be at ██████ to maintain the Charity Navigating rating. The marketing material list ██████ as more of a historical number. On the 990, the ratio is ██████ and on the financial statements it is ██████. TRC has been at ██████ over the past two years but don't want to go back and forth with the public and it is nice to have the cushion. Donated Goods and Services help this ratio significantly. TRC has gotten much better at documenting and reporting these numbers. Mr. Lagrou and Mrs. Collins worked very hard to complete the audit.

The 990 and Financial Statement were approved through e-mail prior to the May 16, 2019 meeting.

### **Marketing Committee – Entercom**

Mr. LewAllen reported that the Marketing Committee approved to use part of the marketing budget toward a media campaign with Entercom. The goals of this campaign are a positive return on investment, to spread the word about TRC and make new connections. ██████ from ██████ is the spokesperson for the campaign. There are 158 ads during a two week time period. Their team tracks our website for an eight minute window following every ad to demonstrate increased website traffic. Currently, they are working on how to convert the website visits into donations.

Dr. Chu asked what changes have been made to the website. Mrs. Phelps shared that the donation page has been updated for the ██████ campaign. A Corporate Giving page was added. Each month a new wish child is featured and is the same child featured in the radio ads. The wish child radio spot is the strongest ad. Mr. Mocerri said that the ██████ ad is confusing because it talks a lot about Eastern Oil. ED Miller said that the campaign will run for six months or less if there is not a return on investment. He

needs to see the dollars spent returned in donations. Mr. Mocerri said he has received texts that people hear the ads on the radio. Dr. Chu heard it on the radio as well.

### **Executive Committee and Building Committee**

The Building Committee is looking into a property on [REDACTED] that is three buildings combined. John Boyd is representing TRC. Mr. Mocerri motioned to the Board of Directors that Mr. Boyd will present a letter of intent on behalf of TRC for a purchase price of [REDACTED] and the rest would be an in-kind donation from the seller. This would be on terms of a land contract with [REDACTED] down. The remaining balance of [REDACTED] would be at [REDACTED] interest. It would be interest only for five years and then amortized for the second five years with a twenty year amortization. The interest only payments would be [REDACTED] per month. During that time period, there could be grants and separate fundraising to pay off the amounts. The TRC office is also valued at about [REDACTED] Treasurer Flynn seconded the motion.

There are three separate storefronts but all are conjoined. There are cubicles, a board room, multiple small offices and a parking lot with twenty spaces included. Mr. Mocerri said that the utilities will be the same. ED Miller said that hosting Board Meetings off-site costs staff time. The current office needs repairs. It needs a new roof, electrical wiring and the HVAC needs inspection. Mr. Mocerri said a new building would be better quality for staff because the Rochester space has been outgrown. The Auburn Rd space is bigger and allows for more event storage and toy storage. Volunteers and Interns would have designated spaces to work.

Treasurer Flynn said that it is virtually a swap financially and would be an upgraded facility. There will be moving costs but the increase of square footage would be worth it. Mr. Mocerri amended the motion to any funds acquired through the sale of the headquarters would be used to pay for the cost of the new acquisition. Treasurer Flynn accepted the amendment. Mr. Schnieders brought up the fact that large in-kind donations affect the percentage. This has a positive effect on the percentage. The motion was passed unanimously.

### **Dream Makers Ball**

There were [REDACTED] attendees at the event. The sponsor goal was [REDACTED] and [REDACTED] was raised. The net goal for the event was [REDACTED]. The actual net was [REDACTED]. Mrs. Phelps is still waiting on final numbers from MGM. There were many new components this year including Microsoft volunteering a Wizard of Oz trivia game. Jasen Magic was great as an emcee in the hallway and WYCD had great energy in the ballroom. The Heads or Tails game was very fun. The new auctioneer also had great energy. [REDACTED] was raised on thirteen items. Last year there were twenty-two items in the live auction. The gross raised will be around [REDACTED] with a few numbers still being finalized.

### **Dobson**

Sponsorships are currently at [REDACTED] with a goal of [REDACTED] There are 17 foursomes sold out of 39 total available. There will be a special tribute to Mr. Patterson.

### **Walk for Kids**

Walk for Kids – Lansing is Saturday, June 8<sup>th</sup>. Mrs. Moore attended a meeting with a Walmart in Lansing this morning. Sam’s Club provides all the foods and supplies. There are [REDACTED] expected attendees. Walk for Kids with the Brooksie Way is Sunday, September 22<sup>nd</sup>.

[REDACTED]

[REDACTED] Dairy is a new connection through [REDACTED]. [REDACTED] have agreed to put the TRC logo on all their products. They have not shared how much monetary commitment will be but they will make donations throughout the year. The partnership will be announced at the Wish Picnic. Mrs. Dobson Vernier asked if they are donating a percentage of their proceeds. ED Miller is not sure yet but they are going to have another meeting soon to find out what is sustainable for their company. Mr. Mocerri recommended making a TRC ice cream. [REDACTED] is franchised out so it is more difficult to get involvement across the board.

### **Detroit Uncorked**

[REDACTED] from the [REDACTED] and [REDACTED] has offered his venue for the Detroit Uncorked Event. This event is hosted by the Detroit Wine Organization and previously benefitted [REDACTED]. It was also hosted at the [REDACTED] and there was too much involved with hosting it at their warehouse. The event is Thursday, October 17<sup>th</sup> and the restaurant will be closed for the event. The cost will be around [REDACTED] and TRC staff will not have to put in as much work. Treasurer Flynn said it will be nice to have more geographically diverse events.

### **[REDACTED] Country Club**

[REDACTED] Country Club hosted a Kentucky Derby Party fundraiser for TRC. [REDACTED] was raised at this event with 105 people in attendance. Their team also attended Dream Makers Ball. Mr. Mocerri helped secure this relationship.

### **Bloomerang**

Bloomerang is our new donor database. The data is being converted currently and staff are going through clean-up. The wish families will be included in this database. Staff will be going to Indianapolis to get trained by Bloomerang.

### **Trust – [REDACTED]**

TRC has been named in the trust of [REDACTED]. TRC will receive [REDACTED]. Mr. Goldman is reviewing the paperwork. It will be kept in the 2019 budget until the end of the year and then moved into the endowment account. ED Miller does not know how this donor became acquainted with TRC.

### **Scholarship Breakfast**

There are 36 applicants for the Scholarship. One is from Oakland Community College and may receive a full scholarship from OCC. Three are from Macomb Community College. Mr. Schnieders is driving this event. It is June 20<sup>th</sup> at the Dearborn Country Club. ED Miller and Mrs. Todt are becoming involved with the ACCESS group in Dearborn too. Mr. Hoffman said that he has been involved with ACCESS for many years and can assist with connections.

**Wish Family Picnic**

The Wish Family Picnic is Wednesday, June 26<sup>th</sup> at Freedom Hill. The Sterling Heights Firefighters provide all the food. There are sponsorship packets included in the Board packets. Board members are encourage to attend, it will be a great event.

**The meeting adjourned at 6:21pm.**