

## Westgrove PACK Board Meeting minutes March

In attendance: Jonathan Amaya, Anne Street, Mike Bober, Megan Kesling, Liz Yap, Hanna Beard and Sada Dahouk

Meetings started at 7pm.

### Agenda

#### I. Treasurer's Report

We have \$7,516.15 in the bank, \$55 in Venmo, \$6,663.74 in Paypal for a total of \$14,235.30, which is enough to fund all basic operations and gives us a reasonable cushion. Everything else that comes in this year can be devoted to projects.

We have stopped the Fall/Winter Fundraiser. We have sold 3 bricks in our new fundraiser.

#### II. Old Business

##### a. Turf Update

At the last minute when we were ready to roll with the turf maintenance and seeding we got a message from the Park Authority that they had some issue. In the MOU we are supposed to have a meeting in Sept and clear everything for the spring with the county. We let it slide because we didn't think they would want to meet due to covid. It never occurred to us that they would have a problem with anything that we were planning to do. Ultimately, when we had a chance to explain everything we were planning to do —they do not have a problem with anything we are planning to. but, because it was a last minute hitch and we didn't want to do it and ask forgiveness, it threw off the schedule. The last step that we have to complete is to get all the paper work on our landscaper's fertilizer certification 100% up-to-date. Our landscaper has done all the work. He is just waiting for confirmation to come back from the people who certify. We expect to have that in a day or two. We are likely to be doing this on March 22nd. The exact schedule is still a little bit up in the air because of weather. It should be done the first part of next week.

We discuss that it might delay re-opening, but that is not necessarily true. Just because we are delayed two weeks on this end doesn't mean it will be delayed in opening. It all depends on weather and the grass catching up. We can conceivably stay closed for up to 10 weeks if we need to but we don't HAVE to. Once we have passed the last fertilizer application and the first mow we can open up any time after that.

No matter what we need to communicate to the membership what is going on. It has been tricky because we haven't really had answers. We gave an exact date for closing the south end, but it never closed. We would be in much more trouble if we closed it and nothing was going on. We gave them the date in good faith believing that we were going to close that day, but we hit some snags. We failed to give an update when that date passed without closure. We decide we need to be better at follow-up communication. We needed to say something to the membership like, "when we have a firm date we will let you know."

##### b. Mike's AMS/CRM Presentation

In the course of digging into our caretaker file, we've got 68 people that have paid some amount of money this year to be a caretaker. In addition to those people, we have 110 people

who have given last year and not given this year. Mike used those numbers as our baseline of people who truly represent the givers.

He looked into Association Management Software (AMS) and Customer Relationship Manager (CRM). They are largely similar, but an AMS tends to be more robust in terms of what it offers. A CRM is usually just keeping track of your individual donor records. We are way too small for almost everyone that is out there. There are however, three orgs that really billed themselves to be specialized for smaller non-profits. They either define smaller on the size of your universe or revenue. The three Mike found were Keela, Flip Cause, and Personify. Mike proceeded to go through what each company offered. As a board we decided that Keela would be the best option for us based on our size. It is the lowest cost and the least interruptions to systems we already have in place. It will make our records/database cleaner and more accessible.

Mike will go through an onboarding pitch presentation with Keela. He will work with them to see if we can streamline our database in a one-month trial time. Then we will look together at it as a group and see if it is worth \$588 annually.

We further discuss some of Keela's features and our subscriber size in general.

We decide that Liz, Emma and Jeff will also be part of the Keela onboarding presentation. Mike will schedule it.

### c. Communication Responsibilities

We decide that we need a much clearer protocol with communicating to the membership/users. It feels like nobody owns the strategy side of it. The tactics fire off randomly. Sometimes with smooth results and sometimes not. Our bylaws do not name a specific board member for "communications director." We identify all of our means of our communications—website, email, Instagram, Facebook and kiosk. We decide that Emma and Megan will be the communications team. They take the information from Jonathan and relay it to the board members to communicate it in the medium they are in charge of (ie Instagram, Facebook, email, etc.) Emma and Megan will meet to come up with a streamlined strategy.

We talk a little bit more about social media strategy and photos.

### d. Memorial Brick Marketing

We need a campaign. All communications need to be organized. Emma and Megan will sketch out a plan and communicate it to the board.

## III. New Business

### a. Federation of Friends Meeting

Anne will attend the zoom meeting and report back to the board.

### b. Grant Applications

Jonathan started the Capacity Building Fund Grant application. Mike will take what Jonathan has started and finish the application. He would then send it to the board for approval.

Liz sent past grant applications to Mike so he doesn't have to reinvent the wheel.

We speak of other grants like the Mastinbrook Grant and Petsafe. Mike says if we see anything grant-wise he wants it sent his way.

#### c. Invasive Species Clean-out

Anne was contacted by the FCPA Invasive Species office and they are giving us a bunch of volunteers for March 23rd and 25th to clean out the wild area on the east side. It is a follow-up to the work the Boy Scouts started. Anne will be there the whole day the 23rd and Emma will be there the 25th in the morning. Anne will come back on the 25th after lunch. April 1st is the fall-back position if they aren't finished clearing out the wild area. In return they will expect us to work on other sites. They also want to know what day between April 19th and 26th that we would like them to come plant bushes and flowerbeds, etc. We chose April 24th or 25th (the weekend) so that more board members can be there.

#### IV. Other Business

We approved last month's meeting minutes.

We schedule our next board meeting for April 22nd at 7pm.

Meeting ended at 8:13pm