

Redwood Coast Senior Center

Minutes of the Board of Directors Meeting

Thursday, 1/30/2020

Board Members Present: Zomala Abell, Paula McDonell, Michael Carroll

Staff Present: Jill Rexrode, Mark Steese

Guests Present: Jean Mann, Sam Kraynek, Kenny Wortzel

Call to Order: The meeting was called to order at 10:32 AM

Public Comments: none

Approval of the Agenda:

Agenda approved with the addition of items for the Marketing Report and an Executive Session after the adjournment.

Approval of Minutes: Minutes approved by all.

Financial Report:

PG&E will be giving a \$7500 grant. It was the opinion of the director that it was primarily a PR action, and appreciated. McDonell asked about the timing and requirements for the grant, and asked for a spreadsheet of possible grants and other funding sources for the next meeting. Action: Steese

The last quarter of 2019 results show that meals served and donations were up. It is believed that this is a result of better food offerings and the one time hit from the power outage. Also, the Meals-on-Wheels donation letter was rewritten and sent to everyone using the service, not just those who donated before.

The revised budget showed an improvement in several areas including staff and contractor wages due to personnel changes. Food costs were discussed. Carroll asked if there was a recipe cost analysis equivalent to what is standard practice in food service organizations. It was suggested that the kitchen manager do this practice. Carroll to provide standard forms and an example. Action: Carroll

Marketing Report:

McDonell circulated a draft summary of the research project for public distribution. There were several comments for improvements. McDonell will revise. Action McDonell.

Several elements of marketing strategies and tactics were discussed including ideas for positioning and branding. Each board member will identify possible areas for marketing activities. Action: Abell, McDonell, Carroll

Operations Report:

Director met with county supervisor candidates to discuss Senior Center related issues. Met with Carla Meyer at MTA about the bus issue.

New Business:

Abell explained that she wants the board decision making process to be a modified consensus. All agreed. Carroll pointed out that the larger the board, the harder it will be to achieve consensus. New board members will be discussed in executive session following the regular board meeting. Results of that discussion will be covered in the next board meeting and minutes.

Abell requested a more standardized process for recruiting and evaluating prospective board members. At one time, a prospective board member was provided with a package with a fairly complete record of board and senior center activities, including past minutes, job descriptions, and financial documents that were otherwise not confidential. Board members to get samples to director. Action: McDonell, Carroll, Abell.

Director to put together a package for a prospective board member to include bylaws, mission statement, some past strategic plans and/or reports. Action: Rexrode

Adjourned at: 12:21 PM

Next Meeting: Wednesday February 26, 2020 at 10:30 AM

Submitted: Michael Carroll