

REDWOOD COAST SENIOR CENTER



Minutes of the Board of Directors' Meeting Zoom Meeting February 24, 2021 10:30 AM

- Board Members present: Zomala Abell, Paula McDonell, Michael Carroll, Jean Mann
- Staff Present: Jill Rexrode, E.D.; Mark Steese, Accountant (for financial reporting only)
- Call to Order: ~ Meeting called to order at 10:30 Video meeting held via zoom
- Approval of the Agenda: ~ Mike moved to approve the Agenda with the addition of the following:
a. Board Training
b. Website update
c. Internal controls
d. Ham radio
e. Marketing
~ Zo seconded; Agenda approved as amended.
- Approval of 1-27-21 Meeting Minutes ~ Zo moved to approve January 27, 2020 Board Meeting Minutes; Jean seconded. Minutes approved.
- Public Comments: None
- Financial Reports: ~ Profit & Loss Statement/Balance Sheet for January 2021:
Clarification was sought on a number of items. Zo expressed thanks for the questions and for the detailed responses as well as the notes included. No major issues were noted arising from the financial reports. Mike moved that we accept the financials as reported.
- Operations Report: ~ See written report for details.
~A Security Camera is being ordered which will be an excellent way to not only deter problems, but also help identify perpetrators in the event there are problems. In addition to a camera out front, Mike also suggested we include a security camera for the kitchen.
~ IT progress is going well, with some of the work being completed off site. Notably, some of the work time is also being donated.
~Friday Forums, etc. - Paula repeated the request for a flyer regarding activities that can be handed out at congregate dining and MOW. Additional announcements are suggested with 5th District, KZYX, newspaper, etc. Mike suggests developing a process to create an email list to use for advertising and other projects.
~Friendly Visitor Program, Senior Peer Counseling, Social Day Program (by phone) and Friday Forums are all operating well. Transportation, T/Th outside on-site meals and Meals on Wheels continue to offer supports to seniors on a regular basis.
~The grand opening for the Attic is today. There has been a trial run, but we are going actual today.
- Old Business: ~Senior Center Garden: We received some good advertising through the Mendocino Coast Botanical Gardens. Jill Surzdial distributed an article to the Master Gardeners on the North Coast highlighting our volunteer garden coordinator opportunity. The same article was sent out by Kittie Meredith, President of the Friends of the Gardens (109 volunteers).

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~Board Training – We can join Mendocino Coast Children’s’ Foundation Board in their planned Board training. Jill will reach out to Annie Liner to see where she is with the training and will report back to the Board. Paula is eager to have a training that is meaningful and one that will meet our specific needs. The West Co. is also interested in being involved in a Board training and might be another alternative. A discussion followed regarding what we, as a Board, would like to see in a training. Features might include ways to respectfully interact, develop a performance evaluation, general Board effectiveness, the role of the Board, fund raising, orderly meeting process, etc.

~Defibrillator: Jill is contacting MCC to decide what would be a good one. ~\$3000 was approved.

~Website update: Mike indicated that we are still way behind on updating. He suggests some possible changes that were recommended by his friend. WordPress tutorials are a good starting point. YouTube will also be a good resource. As Mike put it, it’s not Jill’s job to do it, it’s her job to get it done.

~Internal Controls: Paula completed a comparative analysis of financial statement distribution. She identified a document which explains some key financial ratios for non-profits. Paula will send this to Mike and they will discuss the ratios relevant to RCS. Mike will get back to the Board about next steps.

~Marketing Plan: Jill and Paula will meet next week with three hours dedicated to formulating a framework for a marketing plan. Promotional ideas, timelines, evaluation methodology, etc. may be included and will be presented to the Board at subsequent meetings.

~Ham radio: Mike helped get one installed last week at the Senior Center. If power goes down, we will now have a way to communicate. (*Thank you, Mike.*)

~ Facility improvements: The work necessary was \$23,000 over what was quoted. But we did not go over what was budgeted. North side improvements will continue in approximately 2 weeks. There is \$20,000 left in the budget for Capital Improvements. Jill suggests connecting with AmeriCorps to help clear out all the scrap wood, wires and debris under the building.

~ Covid-19 Update: We continue to be in the purple tier. No changes are proposed at this time, though potential changes will be made if we move toward the red tier.

Closed Session: ~ No Closed Session.

Adjournment: ~ The Board adjourned at 12:40

Next Meeting: In Person Wednesday March 24, 2021 10:30 AM

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MATTERS/ACTIONS ARISING FROM BOARD MEETING February 24, 2021

Section	Issue	Action Proposed
Internal Controls	Complete comparative analysis	McDonell; Carroll
Activity Flyer	Make available a listing of services, activities, etc.	Rexrode; Elizabeth; McDonell
Indemnity Insurance Policy	Compare policy to other Centers	To be determined (Note: Held over from previous meeting)
Liability insurance	Review policy coverage	To be determined (Note: Held over from previous meeting)
Board Training	Find presenter/venue; complete needs assessment	Rexrode, McDonell
Website	Update	Rexrode
Marketing Plan	Develop framework for Marketing Plan	Rexrode; McDonell