



REDWOOD COAST SENIOR CENTER

Minutes of the Board of Directors' Meeting

Location: Board Room, Senior Center

March 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 10:44 (First in-person meeting since pandemic restrictions)
- Approval of the Agenda:** ~ Mike moved to approve the Agenda with the addition of the following:
a. Ham radio
b. Tsunami warning event
Zo seconded; Agenda approved as amended.
- Approval of February 24, 2021 Meeting Minutes:** ~ Zo moved to approve; Jean seconded. Minutes approved.
- Public Comments:** None
- Financial Reports:** ~ Profit & Loss Statement/Balance Sheet for February 2021:
Paula listed additional information regarding sales in the Attic. This data could be included in the chart mentioned in other reports. (See below.)
Discussion ensued regarding movement of funds with recommendation that documentation can be included in the Operations Report. A note in the Profit and Loss Analysis would also further clarify movement of funds between accounts.
Mike moved that we accept the financials as reported. Jean seconded. Financial report approved.
Mike noted that the analysis of ratio report that Paula shared was very informative. For one thing, it showed that our reserves are significantly higher than other non-profits.
Paula also suggests developing a graph/chart that would report data clearly and assist with tracking of programs, services, meals served, etc.
- Operations Report:** ~ See written report for details.
- Old Business:**
~Defibrillator: Jill is following up with purchase of recommended defibrillator. Funding approved at previous meeting.
~Website update: Jill spent a significant amount of time studying the program used to develop the website. She has completed some of the corrections and changes to content. See website. There was discussion re getting the website improved as quickly as possible and getting help to do that efficiently.
~Internal Controls: See Marketing Plan.
~Board Training: Annie Liner (Childrens' Fund) and Jill have conferred about making their Zoom training available to us. Paula checked in with the West Co. but has not received information from them yet. We agree that we would like to pursue Board training, but a thorough needs assessment is recommended to make the training relevant to our specific needs (i.e., improve process and efficiency; develop performance evaluation; role and responsibility of members; fund raising; orderly meeting process).



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Board Training, continued.

We discussed this and the fact that Liner's nonprofit is significantly different and any training of theirs would not likely be useful to us. Jill will check in with Community Foundation and Paula will re-check with the West Co.

~Indemnity Policy: Reviewed by attorney and approved.

New Business:

~Marketing Plan: Jill and Paula have been meeting to formulate a framework for a marketing plan. A draft document was shared with the Board and demonstrates significant progress toward defining our goals and strategies. Mike suggested that Paula and Jill continue to review the document and that the Board should take it home to further digest the information. We look forward to establishing priorities.

~Plans and Policies for re-opening: A discussion proceeded regarding an opening plan that will be dependent on the current and ensuing tier. If possible, the plan might include opening on May 3rd for 5 days per week with serving on a first come, first served basis, 30 people at a time. Until that time, we will continue with outside dining on T/Th and MOW. At least 4 volunteers are needed. There was discussion re how to find volunteers.

~ Ham radio: Now that we have the equipment in place, training will be available online to become a Senior Center ham radio volunteer. Mike has been instrumental in completing this task.

~Tsunami Warning: Today there were phone alerts and other practice alerts initiated in the event of a tsunami disaster.

Other

~ In the course of discussion regarding "Matters/Actions Arising from Board Meeting" listed in the Minutes, it was agreed that a review of those actions could be included under Old Business on the Agenda. This would alert Board members to the proposed actions, report completion and simplify accountability.

Closed Session: ~ No Closed Session.

Adjournment: ~ The Board adjourned at 1:15

Next Meeting: In Person Special Meeting: April 12, 2021 10:30

Next regularly scheduled Meeting: Wednesday April 28, 2021 10:30 AM



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MATTERS/ACTIONS ARISING FROM BOARD MEETING February 24, 2021

Section	Issue	Action Proposed
Activity Flyer	Make available a listing of services, activities, etc.	Rexrode; Morton; McDonell
Board Training	Find presenter/venue; complete needs assessment	Rexrode, McDonell
Website	Update	Rexrode
Marketing Plan	Develop framework for Marketing Plan	Rexrode; McDonell; Review by full Board
Re-opening Plan	Determine action plan	Rexrode; Board