

Brunswick County Literacy Council

Board of Directors Meeting Minutes

July 16, 2018

Present: Bob Farrell, Eileen Farrell, Joanie Hoffman, Marianne Iavarone, Gary Moore, Susan Shook, Louis Washington

Guest: Rick Jennings

Absent: Vyctorea Brogden, Deanne Neuman

Quorum present

1. Call to Order: Susan Shook 3:30 p.m.

2. Approval of Agenda: Motion to approve agenda, seconded; voice vote: all in favor. Motion carried.

3. Public Input: None

4. Approval of April minutes (No May Meeting, no quorum in June): Motion to approve; seconded; voice vote: all in favor. Motion carried. Minutes will be posted on BCLC website.

5. Treasurer's Report: Motion to accept as prepared, seconded; voice vote: all in favor. Motion carried.

6. Executive Director's Report and grant update: Report on file.

➤ Highlights

○ Grants

- Awards: BCLC received fairly sizeable grants from two organizations in the month of June.
- Applications: at least five applications have been either submitted or are in process of being submitted.

- United Way would like to use the BCLC building in Supply Aug. 22 from 8AM-noon to meet with local businesses to discuss their campaign strategy. Dot will provide a 20-minute presentation on BCLC at the beginning of UW's meeting.

7. Old Business:

a. Update on Fund Raisers for 2018

- Belk Charity days – we raised \$427.00 at the Belk Charity sale event held May 5.
- Raffle Tickets – Susan suggested we sell raffle tickets at the Festival By the Sea at Holden Beach in Oct. She asked Board members to keep in mind any other events where we might be able to sell raffle tickets.
- The wine dinner is scheduled for Jan. 21, 2019. Eileen and Bob to plan.
- The Spelling Bee held in May generated a little over \$7,000 so far (as of 6/18). A few auction items still need to be claimed and/or delivered.
- Golf Tournament-Carolina National Sept. 22
 - To date (as reported in Executive Director's report), we have quite a few hole sponsors (26), three (3) breakfast sponsors, one silver sponsor, and one hole in one sponsor.
 - Louis and Rick Jennings provided an update. Sponsorships are coming in and have been posted on both the Carolina National and BCLC websites. Names are posted once payment has been received.

- Rick explained his strategy for seeking sponsors and golfers, circulating the literature he uses. He encouraged Board members to actively seek additional sponsors and golfers, setting a goal of 10 sponsorships per Board member.
 - A list of organizations targeted for contact was circulated and Rick asked the Board if any of them were or are going to reach out to them. If not, he would follow up.
 - We have 10 committed players so far. The course can accommodate 130 and it would be good if we had that many participating golfers.
 - \$15,000 was raised during last year's Golf Tournament. Fundraising goal for this year is set at \$20,000.
 - Eileen suggested we check out Publix as a possible sponsor as they now have a presence in Brunswick County at Ocean Isle Beach. Gary to follow up with them.
 - Susan suggested Aldi's and asked Joanie to follow up with them as they have a location in Leland.
- Fall Wine Dinner Dance – Susan and Deanne to plan for late fall. They are investigating a venue in Southport.
- The South Brunswick St. James silent wreath auction is tentatively scheduled for Nov. 18.
- Deanne will create a fund solicitation mailing to be sent in Nov/Dec, hopefully to coincide with Giving Tuesday, Nov. 27.
- b. Newsletter/Press Release –Loss of Federal Funding
 - a. Thanks to Deanne for writing and circulating a press release to various news organizations about the loss of federal funding due to change in funding formula and state emergency reprieve.
 - b. Both the State Port Pilot as well as the Star News ran articles based on the news release. The articles generated donor contributions.
 - c. The news release is posted on the BCLC website.
 - d. Dot reported we will need to show more measurable skill gains with our students, including more hours spent with students, as well as increased utilization of technology to be eligible for federal funding in the future.
- c. Candidates for the Board
 - a. A representative from Duke Energy – Dot has a few people in mind.
 - b. Candidates with the following backgrounds:
 - i. Financial/Treasurer
 - ii. Fundraising Experience
 - iii. Lawyer
 - iv. Graphic Skills

8. New Business:

- Leland Awareness
 - For a nominal fee, BCLC joined the Services Coordinating Council (SCC) in Leland, a networking group of nonprofits, <https://www.nbservicegroups.org/>.
 - At-large SCC members meet on a quarterly basis. Next quarterly meeting Aug. 2. Joanie to attend as BCLC representative.

- Dot and Joanie to give an informational presentation about the Literacy Council during the July Leland Town Council Board Meeting. Joanie updated BCLC's power point presentation to accompany the presentation.
- BCLC also has registered as a participant in SCC's upcoming Health & Wellness Expo scheduled for Sept. 29, at the Leland Town Hall and adjacent park to promote literacy and tutoring services, with a health based theme. Audience is underprivileged in the community. We also hope to recruit volunteers. Many organizations have committed to provide a variety of free health-related screening tests such as Novant, Lion's Club, Brunswick County Health Dept, etc.
- Update on background checks for tutors: Dot reached out to Background Investigation Bureau, LLC, which sent a subscriber agreement for a retainer account for our consideration. For \$13.95 a person, they can conduct a background check. Bob reviewed the agreement and he thought the agreement pretty standard, with no real surprises. It was decided to move forward with the agreement and the background checks, beginning with new tutors and eventually catching up on more seasoned ones.
- Dot needs a new laptop. Susan motioned for the Board to authorize \$750 for a new laptop for her. The motion was seconded and voice vote all in favor. Dot will work with Len on the specs for the new laptop.

9. Adjournment: Motion to adjourn, seconded; voice vote: all in favor. Motion carried. Adjourned at 5:15 p.m.

Joanie Hoffman, Board Member