

**THE CEDARS OF MARIN
BOARD OF TRUSTEES
May 18th, 2017**

The Board of Trustees of The Cedars of Marin met on May 18th, 2017 at the John Peterson Hall dining room.

Board Members Present

James Brentano, Scott Clifford, Scott Erickson, Mary Gordon, Julie McNerny, Madeline Miller (Chair), Steven Minchen, Jim Peterson, Anna Rosen, Terry Ross, Greg Sherwood

Board Members Absent

Steve McDermott, Scott Price, Steve Shaw, Edith Tobin

Staff Present

Chuck Greene, Jeanne Lipson, Katherine (KC) Newberry, Beatriz Rincon, Cheryl White

Guests

Debbie Stutsman, Collette Sell

Opening Statements

President Madeline Miller called the meeting to order at 12:30PM and February board meeting minutes were approved.

Executive Director Update

Chuck Greene provided a brief overview of the 100-Year Anniversary planning to date emphasizing the importance of board member involvement, a key success factor. Chuck acknowledged the tremendous work of Marketing Manager, Susan Loesch and Development Director, Jeanne Lipson, citing the clear advancement of our marketing content and materials.

In the beginning of July, we expect to hear from Helpers Community, Inc. on our significant request for funds, and from the Rabb Family Foundation about our request to support a Healthy Living program. Then on July 24th, a mediation meeting is scheduled to hopefully settle the wage disputes taking place.

Finally, Chuck requested the Board establish a Facilities Planning task force to address physical space challenges and opportunities at Cedars, even in the short term.

100 Year Anniversary Plans

The objective for the Board today is to get approval on financial goals and events for the 100 Year Anniversary at a conceptual level. Planning and tactics will be discussed at the next meeting and ongoing by the Anniversary Steering Committee and Sub-committees.

Financial Goals

In terms of internal targets we will be looking at adding 100 new donors on annuals basis, maximizing the giving capacity of current donors (Evergreen Circle); expanding sources of funding; raising \$200,000 in century celebration sponsorships; and securing a total of 100 Legacy Circle commitments. In terms of external targets (public facing campaign) we will be focusing on capital projects, sponsorships, etc.

Events and Activities

The primary purpose of the events and activities are to celebrate with existing families and provide Cedars visibility and outreach. The events we are considering include: a Day in the Park, Intimate Gatherings, 100 Themes, Century Benefit Gala and Concert, and an Anniversary Ball for program participants.

Going forward it will be important that we don't underestimate the broader geographic potential this anniversary opportunity presents.

Next Steps:

- At our September board meeting, we plan to discuss the topic of the 100 Year Anniversary in more detail and address budget implications.

In the meantime, we ask that board members consider how they can get involved.

HCBS Waiver

There is an evolving understanding about what the HCBS Waiver means and still many questions that need to be answered. For now, we know the roll out deadline has been postponed to 2022. Compliance will be survey-based, beginning with a self-evaluation that may or may not be subject to heightened scrutiny.

We will be opening a Cedars specific conversation with GGRC in June and will provide updates as we learn more. In the meantime, we will continue to focus on enhancing our excellent existing programs.

See PPT presentation attached.

Finance

Board Treasurer Scott Clifford and Cedars CFO Beatriz Rincon provided an overview on Cedars finances through March 31st noting that while there are variances in several line items, the overall budget seems close to the Board approved bottom line. It was noted that over the last two years in particular, Cedars financial position has been strengthened enormously by a few Legacy gifts. Especially since our development model is based on our deep-rooted relationships with our families, Legacy Circle commitments represent our best opportunity to further enhance our long-term financial strength.

The Board and Staff also discussed the status of main campus staff vacancies, which varies over time. Currently the number of staff vacancies is tolerable, but hiring remains a top priority.

IT Update

Cedars IT Committee requested that the Board approve additional funding of \$47,000 to support new Network and Systems and \$35,000 in Workstations and Printers.

Questions surfaced about the number and cost of machines, then a motion to approve up to \$80,000 was made, seconded, and approved.

Next Steps:

- Staff will explore the pros and cons of leasing vs buying computers.
- Madeline (EndSight) will send another email regarding Sharepoint – Board Portal.

Cedars Board of Trustees: Terms and Committees

As of this date, Mary Gordon, Scott Price and Terry Ross's board terms will expire at the end of September. However, Anna requested that each of the three participate as much as possible given their experience and existing committee involvement.

Terry and Mary graciously agreed, however Mary Gordon is asking for additional support on the Program Committee. Scott Price, who was not in attendance, will be contacted.

Committee Reports

Program Committee – Board member position open

Executive Committee – No new updates

Governance – See above on Terms and Committees

CFA – The CFA President Suzanne Joy has hit the ground running in her new role with various initiatives underway including creating a welcoming committee, creating a family directory, and providing updates on HCBS.

Development Update

Human Race – Cedars was the number one fundraising team! Almost 60% of donations came in online, and a total of more than \$60,000 was raised between walkers and sponsorships.

Summer Appeal – The Summer Appeal will be dropping in early June, and there will be a match opportunity. We want to partner with their Independent Journal on email marketing, potentially reaching 80,000 Marin IJ subscribers.

Major Donor Dinner – The Major Donor Dinner is scheduled for October 14th in Alexandria Hall.

Katie Ladouceur– Hopefully you will get to meet her soon! A fabulous addition to our Development team.

Adjournment

There being no further business, the meeting was adjourned at 2:56PM Pacific Time for closed session.

Closed Session

In closed session, Debbie Stutsman was elected to a three year term commencing May 2017 to end of September 2020. She will be eligible for re-election to another three year term starting in 10/2020.

The next board meeting is scheduled for September 21, 2017 at 12PM.

James Peterson, Secretary

The Cedars of Marin Board of Trustees