

SPSFNWA Board Meeting Minutes
May 8, 2015 - First Presbyterian Church, Springdale

Board Members Present: Natalie Bartholomew, Ric Cooper, Jim Crouch, Matt Hicks, Beth Tiller, Diane McCreedy, Kathy O’Kelly, Chris Smith, Glenn Williams, Autumn Hudgins, Deana Duncan, Matt Shelnut, Kristen Stout and Kami Shrum.

Board Members Absent: Jennifer Cain, John Threet, Carolyn Rehbock, Marcia McCain, Scott Poole, Doris Cordes, Gus Orellanos, Ruth Collier, Karen Hodges

Staff Attending: Jody Dilday, Joy Morris, Carrie DeVore, Christina Meeks

Meeting called to order by Board Chair Ric Cooper at 11:45 AM

Mission Moment featured Deborah Grindstaff. Deborah shared how receiving the scholarship affirmed her belief in herself, that she is “worth it.” The text of Deborah’s entire speech is available on the SPSF NWA Website here: <http://spsfnwa.org/2015/05/mission-moment-deborah-grindstaff/>

Motion by Chris Smith, Seconded by Autumn Hudgins to approve Minutes from Feb. 2015. APPROVED.

Treasurer’s and Finance Committee Report was presented by Chris Smith. Key points included:

- Favorable report from Investment Review Committee. Fees are low, returns are averaging 8%.
- Jody and Ric to meet with Garrison financial to inquire how they will implement revised Investment Policy Statement
- We have nearly \$400,000 in cash on hand, Finance Committee is working to create a policy re: how much cash to have on hand and a short term investment strategy for the remaining cash
- To date, we have 73% of 2015 anticipated revenue received for pledged.

Motion to increase graduation bonuses from \$50 to \$100 was unanimously approved.

Jody provided an update on progress re: Pathway to Prosperity campaign.

- To date, gifts and pledges totaling \$933,123 have been made.
- Those gifts/pledges, together with our current investments total \$1.9 Million of \$3 Million overall goal for endowment.
- We have \$1.7 Million in “asks” currently out in the community, including a \$1 Million request in front of the Walton Family Foundation.
- We need new energy from new Steering Committee members to push through the final 6 months of the campaign. Jody asked that the board forward any names of energetic “go-getter” types.

Executive Director’s Report – Jody Dilday

- “More and More” Strategic Plan was updated (see handout in agenda/board packet)
- Significant increase in Outreach activities (booths and community expos) thanks to having our new Outreach Manager Christina Meeks on staff.
- Mother’s Day article should run on Sunday featuring graduating recipient Liz Baker.

The Financial Development Committee Report was presented by chair Diane McCreedy

- Casino Night a successful 3rd party fundraising event. That, together with the Cajun Jamboree brought in an addition \$10,000 to the organization.
- Spark of Hope Sponsorship Goal is \$85,000. Currently at \$55,000. We anticipate receiving \$15,000.

- Pinnacle Foods, a long-standing \$25,000 sponsor has reduced their sponsorship to \$10,000. That, together with losing Johnson & Johnson's \$15,000, results in a \$30,000 sponsorship shortfall. Development committee requests that board members look over our sponsor list and help us identify key people at each company that we can reach out to.

Board Development/Nominating Committee Report was presented by Jody Dilday for Scott Poole, Chair:

- Three nominations for the Community Leadership Council were approved: Joseph Holloway, Tracy Triplett, Lauren Baber, Bo Bittle.

Scholarship Policy Committee Report was presented by Carrie Devore for Karen Hodges, Chair.

- Endowed Scholarship recipients were selected by Scholarship Policy Committee on 5/6/15. Names were distributed to board. **Motion by Deana Duncan, seconded by Kathy O'Kelley to approve the endowed scholarship recipients as presented.**

Outreach Committee report was presented by Christina Meeks.

- Committee has identified key community events in Carroll and Madison County.
- Sample ads were distributed re: scholarship application deadlines.
- Board members were encouraged to forward Meet a Recipient and Alumni Update emails to their contact lists with an invitation to "subscribe."

Motion to Adjourn by Jim Crouch, seconded by Glenn Williams. Meeting adjourned at 12:35 p.m.

Respectfully submitted, Jody Dilday for Jennifer Cain