



HOPE LIVES!
The Lydia Dody Breast Cancer Support Center

Board Meeting Minutes
February 19, 2025
At The Creative Agency- in person

In attendance:

**Collis Woodward, Lydia Dody, Mark Koepsell, Jahna Eichel, Barry Eastman, Elise Carver,
Michelle Riley (via Zoom), Blair Trautwein (via Zoom), Lana Schueler (via Zoom)**

Board Meeting called to order at 5:15pm

GENERAL

1. January Board Meeting Minutes approved
2. Welcome to new board members Barry Eastman, Blair Trautwein, Michelle Riley!
 - a. Michelle officially approved; Barry and Blair previously approved
3. Jahna Eichel voted in as Vice-President and Barry Eastman as Secretary
4. Request to add bylaws, financials and video to website; Elise to handle
5. Need new games manager for raffles after Melissa Venable resigned
6. Endowment: Previously approved \$30K, Blair will begin to work on it
7. Mark and Elise to work on strategic plan location/date

FINANCIALS

1. January financials aren't spectacular because of high gala costs, but Feb. will be much better with gala income. Most venue costs had to be paid up front
2. Good cash position, liabilities low
3. Question regarding \$31K in accts rec.: Jan. gala invoices not paid yet
4. Income statement: Donations/Events/Other will once again balance out more after gala
5. Expenses:
 - a. Fundraising 72%
 - b. Program 21%
 - c. G&A 6.3%
 - d. Funders prefer seeing Program in the 60%, but should again balance out more with year
6. Question: Were employee increases accounted for in this year's budget and answer was Yes
7. January financials approved

PROGRAM MANAGER DEBBI POTTS REPORT

1. Lydia had concerns that she is not supported enough and program is heart of org
2. Topic brought up overall conversation about hiring
 - a. Where are we with hiring admin?
 - b. Need to look at job descriptions
 - c. Barry mentioned using EOS system to find right person
 - d. Org chart?
 - e. Intern for marketing
 - f. Temp Frankie K. proposal: no proof of concept
 - g. Decided to create hiring committee with Jahna/Barry/Michelle/Elise
3. See report for additional information

EXECUTIVE DIRECTOR ELISE CARVER REPORT

1. Gala financial breakdown
2. Working with volunteer Jill B. on volunteer program revamp-recently leased software called Volgistics
 - a. Jill combining many different event volunteer sheets into one doc and contacting all past vols to see who is still interested and in what
3. See report for more information

GALA

1. Had debrief meeting last week
2. Most successful to date
3. Next year is HL's 25th anniversary, huge opportunity here
4. Lydia and Elise to meet with Embassy next day for debrief
 - a. Parking was mentioned as issue as attendees still thought they had to pay
 - b. Couldn't use kitchen access, will need to figure something else out for ambassadors

WALK

1. Saturday, May 3rd: Start 8:30am/reg 7:30am
2. Same location across from MCR hospital
3. Working on materials with Jahna's team
4. Reach out to ambassadors for committee, and Blair
5. Every team of 4 should have goal of fundraising at least \$250; really emphasize teams
6. Need to promote heavily as it's right around the corner

Next Board Meeting is on March 12th, 2025 at Jahna's office