

**Board Meeting Minutes**

**December 10th, 2024**

**At the Moot House- In Person**

**In attendance:**

**Carole Crane, Collis Woodward, Lydia Dody, Mark Koepsell, Jahna Eichel, Elise Carver, Debbi Potts, Lana Schueler, Carol Lacert and Laura Hickey**

**Board Meeting starts at 4:47pm**

**General:**

1. The Executive Director, Program Manager, and Office Manager board reports were sent to the board before the meeting.
2. Elise has been speaking with a professor at DU and possibly bringing on a remote intern for Hope Lives. Unpaid and willing to help with publicity/marketing around the Gala.

**Budget Proposal:**

1. Collis, Lana, and Elise have gone through each staff member's salary and appropriately redistributed the expenses into fundraising, G&A, and program.
2. First column is the actual, second is the budgeted, third is the proposed 2025 budget.
   1. Collis did mention that they added $3,800 to G&A since the last meeting to pay for training for Elise.
3. We have maintained our cash balance throughout the year.
4. We are duplicating 2024 in 2025 from a budget standpoint.
5. From these predictions, we should be in the black by the end of 2024.
6. Jahna mentions that we should review this in 90 days and see where we are at.
7. Budget for 2025 approved unanimously.

**Hearts For Hope Gala**

**General Gala:**

1. Terje is the MC for the Gala.
   1. He would like to have the programming done by 9pm.
2. Craig Volmer, one of Elise’s BNI contacts, is doing the photo booth.
   1. Terje is sponsoring the photo booth.
3. Lydia is working with Macy’s on when they will have fittings with the Ambassadors.

**Sponsorships:**

1. The Realities For Children contact book was passed around the table for all members to see who they know and will contact for Gala support.
2. It was noted that so far we have mainly the same sponsors that we have had in years past.
   1. Not necessarily a bad thing, because retention is good, but we need to keep growing.
3. Providers as sponsors/supporters for the Gala.
   1. Debbi will reach out to our providers.
   2. Possibility of having a slide in the presentation or have the providers in attendance stand? Goal is to make them feel appreciated and celebrated.

**Silent and Live Auction**

1. It was decided as of 12.10.24 that we will be going with a new auctioneer. Eric Goodman.
   1. Great success with paddle raises. His goal is to raise $40k in the paddle raise, last year we raised $20k.
   2. Eric would like the board to think of two people each that can be plants in the audience. One person at the $5k, one at the $10k.
   3. Can we have more theatrics for the auctioneer? Possibly have Terje read a bio and dim the lights?
2. We currently have 2 people working on the silent auction, Lydia and volunteer Frankie.
   1. Elise sent an introductory email today with Tori, another volunteer who can help with description writing.
3. We have 50-60 commitments for auction items. We need to work on getting many more.

**Embassy:**

1. Food tasting is on December 17th.
2. Debbi mentioned that we could have a hot chocolate/coffee bar at the Gala.
3. Jahna would like to meet with the sound and lighting at the Embassy for marketing purposes.
   1. Blingle is going to help with the trees and uplighting again this year.

**Speeches at Gala:**

1. We will not be having live speeches at the Gala this year.
2. Jahna’s team has been recording the Ambassadors, Mark (as a provider), Acupuncture of Northern Colorado (as a provider), Mark/Lydia/Elise as the Board/Staff.
   1. These videos will be woven into each other to be shown as a “movie theater experience” at the Gala.
   2. Trying to keep the video under 10 minutes.

**Board Meeting ends at 6:09pm.**

**Next board meeting is scheduled for January 8th, 2025.**