

5/27/15 WFA Board Meeting

In Attendance: Karen Potts, Katherine Prewitt, Cindy Thornton, Liz Story, Delanna Padilla, Elizabeth Bintliff, Sarah Beth Estes, Wendy Johnson, Rosalind Mouser, Ann Owen, Kim Randle, Tiffany Rogers, Michelle Snortland

Call to order at 5:30 PM

Karen called the meeting to order and introduced Katherine as the new Board Chair.

Heather Larkin, Arkansas Community Foundation shared information on the meaning of a support organization as an option to address how to maintain Girls of Promise outside of WFA. There are three types: (1) Private foundation; (2) Public charity: must pass the public support test, has to raise funds, gets better tax benefits; (3) Supporting organization: best of both, it is a hybrid, leans on public charity, gets the benefits of public charity without having to pass the public support test. There are three types of supporting organizations. The best way is to have a separate legal entity, receiving status by relating to WFA. WFA could appoint part or majority of board. Board members could overlap. Requires separate by-laws, articles of incorporation, and IRS. Then WFA would remove itself from it. Suggest separate staff. WFA would receive reports from the separate entity. WFA can charge a fee to the supporting organization (i.e. percentage of revenue). Disadvantages include start up cost, administration, another board, competition in fundraising. Risk include, what would you do if it flops? Ms. Larkin suggested that once the Board decides which way to go, then legal advice should be sought.

Ann Owen thanked Ms. Larkin for sharing her knowledge and for the Arkansas Gives fundraising event.

Lynette Watts introduced Daniel Sims, Managing Partner at xxxxx, serving at the Power of the Purse (PotP) committee. PotP will be held on September 30th. Mr. Sims placed sponsorship list on the PotP Internal Page. He requested that any Board member who has a personal relationship with any of the sponsors listed to please contact him to include a message to assist in the fundraising. Mr. Sims stated that PotP will be focusing on high level sponsors. The target is \$80,000 on top of what we already have. Elizabeth Bintliff asked if PotP had approached L'Oreal as a presenting sponsor. Ms. Bintliff stated that she would be willing to accompany Mr. Sims. Ms. Bintliff thanked Dan for his service.

Cindy Thornton asked that the minutes be amended, Goal 3 should be, "expand financial resources for WFA". Rosalind Mouser mentioned for approval, Karen Potts second the motion. Motion carried.

Liz Story, presented treasurer's report. Highlights included, positive income, set-up of payment plan for expenses that carried over, although we are hitting 2015 development goals still not up to date on expenses, and cash flow still a problem. Ms. Story will have operating budget to present at the June meeting.

Finance Committee is requesting a position change from part time Executive Assistant to a part time Development Director. Based on availability of funds, this position would become full time. Discussion took place, including the need for the position, the feasibility, impact on communication and administrative duties.

Ms. Watts discussed Executive Assistant duties which include, note taking, mailing coordination, serve as point of contact, handle bids, assists with Girl of Promise, board liaison, newsletter, website, social media, communications, donor database, gift records, thank you notes, and advisory councils. Duties starting with donor database would be assigned to the Development Director.

Elizabeth Bintliff made the motion that the Board approve finance committee recommendation as it stands. Rosalind Mouser second the motion. Motion carried.

Elizabeth Bintliff, reported on efforts by the Communications Committee which includes cataloguing the steps that were taken by previous committee chair, then identify next steps. Meeting is forthcoming.

Ann Owen, reported on Development Committee efforts, including results from Engender the Future gifts. Ms. Owen presented information on two new contacts - Anne Haley, capstone from Clinton School who will work with the grants committee, and Elizabeth Henry, who handles major appeals at Children's Foundation. Both will be great resources to WFA. Full committee meeting will be held in June.

Karen Potts, reported on Governance Committee efforts including presentation of names to be considered for Board membership. Names suggested include Helen Reid, Denise Nathishan, Gena Moran, Diane Gonzales Worthen, Mary Gay Shipley, Susan Hanrahan, Freddy Webb Petett, Jennifer Browne, and Mike Malone. Ann Owen recommended Tami Hornbeck from Dewitt who works at Alt Consulting.

Katherine Prewitt urged the Committee to ensure we are recruiting members based on their commitment to service.

Cindy Thornton, reported on Grants Committee efforts which included a request for Board members to participate in site visits by August 7. Twelve proposals were received (7 Central, 4 Northwest, and 1 Southeast). The committee will meet on August 19 to review recommendations.

Ms. Thornton also reported on the two Women's Funds that have been established. WFA can have up to 30. Our job is to get our grants focused in a way that supports our goals. Ms. Thornton discussed the possibility of co-applying for grant funding through SAMA school to address our education goal.

Lynnette Watts and Michelle Snortland reported on Policy and Research efforts which include the loss of the author for Status of Women of Color. The Sexual Assault and Domestic Abuse Report will move forward with a five state listening tour. The Women in Leadership report is almost completed and will be submitted for review soon. Entrepreneur Report is on hold while author is traveling.

Ms. Watts updated the Board that the Teen Birth Report has resulted in WFA participate in drafting the plan for higher education colleges n addressing the issue. Currently, rewording Mississippi Survey to tailor to Arkansas. Additionally, a task force is being pulled together with 12 community colleges, Arkansas Department of Education, Arkansas Department of Health, and Arkansas Department of Higher Education. Plan will be reported to Legislature by November.

Lynnette Watts, discussed the following as part of the Executive Director's Report, Evening Bag has a great group leading it. Essex has asked all designers for a red bag that will be auctioned. A celebrity has been recruited to auction a bag and/or present it. Hoping to auction bags online as well because the museum only fits 250 people. Consider displaying the purses at PotP.

NWAWAC News:

- Girls of Promise committees are beginning their site visits.
- Northwest Advisory Council will be changing chairs.
- Working at possible collaboration for movie screening of the Mask You Leave In, version of Miss Representation.
- Lunch to introduce Wendy to Northwest Council and Board.
- Meeting with WalMart

Meeting was adjourned at 7:24 pm.