



# HOPE 4 Youth Board of Directors

## Meeting Minutes

Date: September 25, 2023

Time: 5:00 pm | Anoka County Sheriff's Office or Zoom

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Board Members Present: Krista Benjamin, JJ Slag, Pat Chen, Don Phillips, Anna VonRueden, Sue Woodard, Brad Wise, Linda Barnum, Julie Cole, Stephen Spears, Steve Nash, Brad Konik

Board Members Absent: None

Staff and Guests Present: LaChelle Williams, Mark McNamer, Nikki Calvin, Brooke Limanen, Danielle Snider

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### Minutes:

#### Call to Order (Anna VonRueden)

- The meeting was called to order at 5:02 pm by Anna VonRueden. Introductions were made to welcome Krista to her first Board meeting.

#### Mission Moment (LaChelle Williams)

- LaChelle shared that we recently onboarded a new Program team member, Lila. When LaChelle had her time with Lila, she shared that when she was interviewing with the team, she was so welcomed and was able to meet the team. She wanted to work here and be part of the change that we are going to make! This speaks to the team culture that is being created across our organization. Welcome Lila!

#### Approval of Agenda and Minutes (Steve Nash)

- Motion made by Linda Barnum, seconded by Brad Wise, and passed unanimously to approve the July 24, 2023, minutes.
- Motion made by Linda Barnum, seconded by Brad Wise, and passed unanimously to approve tonight's agenda.

#### Executive Committee Update (Steve Nash)

- Board Meeting Time
  - It has been decided (through the recent Board survey) that 5 pm – 7 pm on Mondays is still the best time to meet.
- November Annual Meeting
  - The Executive Committee has a slate of officers that will change in January. We will vote on the 2024 slate of officers at the Annual Meeting in November. Steve reminded the Board that this is an election, and anyone can run for a position. The slate of officers being proposed is as follows:
    - Anna VonRuden for Chair, Julie Cole for Vice Chair, Don Phillips for Treasurer, Linda Barnum for Secretary, and Steve Nash for Past Officer
- 2024 Budgeting
  - We are starting the 2024 Budgeting process tomorrow. Brooke will lead the discussion as the Finance backbone and constant. She has designed a robust timeline to ensure budget completion.
- Board Nominees
  - LaChelle shared that these two nominations came to fruition through the recent GAP analysis.
  - James Lyght is a Nonprofit and Commercial Banking VP with Bremer Bank. His goal is to be a great board member for H4Y through collaboration, ideas, and resources.
  - Motion made by Don Phillips, seconded by Linda Barnum, and passed unanimously to approve James' nomination.
  - Liz Cook is a manager at CLA on the Principle Track with an expertise in nonprofit financial management.
  - Motion made by JJ Slag, seconded by Linda Barnum, and passed unanimously to approve Liz's nomination.

## **Strategic Plan Review and Recommendations (Sue Woodard | LaChelle Williams)**

- 2024-2026 Strategic Plan and Risk Management
  - Sue is going to read the Strategic Plan line by line to identify areas we may need to pivot since its creation in August of 2022.
  - There was no Board feedback on Goal 1.
  - There was no Board feedback on Goal 2.
  - The Board feedback on Goal 3 was positive. It is great to see that some of this work is already being done prior to the start of 2024.
  - Regarding Goal 4, LaChelle asked if a feasibility study was needed at this point since we have secured legislative funding. Steve shared that we are no longer exploring legislative funding. LaChelle shared that the legislative funding will need to be managed. She believes that the language for sub-goal 3 may need to be tweaked. Sue recommended some language tweaks for the next iteration. Managing legislative funding is necessary, but Linda noted that the language needs to encompass all the legs that come with this, such as the Building Committee.
  - An increase in programming with a new facility will need additional funding. Some language addressing the reality of our budgetary shift would be helpful as well.
- We are gearing up for the Risk Management Plan in 2024. Sue Woodard is very excited to chair the Strategic Steering Committee for the second time.

## **Advancement/Development Committee (JJ Slag | Nikki Kalvin)**

- Nikki shared the August Advancement Snapshot. We are tracking donors that gave last year, but not this. In January, we were at 13.5% of donors returning to make a second time gift. In August, we were at 22%. Our donor stewardship is reflected by this increase.
- There are so many events in Q3. Heartland Tire Golf Classic, Open House, Volunteer picnic, 4K, Vista Outdoors event in Brainerd last Saturday, and more. It has been a busy season! At the Vista Outdoor event, they held both a live and silent auction, as well as fund a need. We expected \$15k and ended up as \$35k. We are honored to be chosen!
- We are ramping up for Q4. Clays 4 Youth is next Tuesday. They are almost sold out for registrations. We recently found out that Wagner Spraytech is purchasing tickets for spouses to attend the banquet as well. Out of the Cold and Give to the Max Day are on November 16<sup>th</sup>. Abby has social media ready to go. Then we move into year end giving and our Annual Appeal campaign.
- We are looking at launching our recurring giving. We are receiving \$3,500 a month. This is an opportunity for our team. We are looking for some best practices.
- JJ would like the name to reflect what it is. He suggested keeping it simple and straight forward. Anna noted that this could look something like early registration or first access to tables at the gala for those that are recurring donors. JJ noted that he has incentivized with tickets in the past. Julie suggested something along the lines of HOPE 4 All, Embracing HOPE, or HOPEful Horizons.
- Don suggested having a membership with a pin or something to recognize their participation.
- LaChelle asked what would motivate the Board to give monthly. Steve suggested a launch at the Donor Appreciation.
- JJ suggested targeting donors that have given consecutively for three years. This is something that they have been committed to for three years and an ask could likely illicit a continued commitment. It is a way to get people connected. JJ shared that fewer people are giving more to less projects.
- Sue noted that members or partners are good language. People want to be included and this can be impactful. Don noted that this is something ceremonial in previous instances he has experienced it (someone delivered a pin to induct him into his membership). He noted that something simple and inclusive has worked best at other organizations he has worked with in the past.
- Pat noted that many people thrive with recognition. Pat noted that logoed items and/or their name listed somewhere might make them feel appreciated. Some sort of sustainable logoed recognition might be a good idea. It could look something like 'Donor of the month.'
- LaChelle noted that there is something to be said for 'Giving Circles.' We need to be sure to give an opportunity to opt-out. JJ noted that some people do not want to be listed in any way.
- JJ suggested a wall or display with giving levels when a capital campaign is done.
- This year we did a targeted Summer Appeal mailing. We had a 3.55% return rate and we increased mailed in donations by 5%. We finished just under \$20,000, \$10,000 over budget. We are going to mail the Annual Appeal to a larger audience.

- The 4K was a huge success! Jason Hackett was here from Kare 11. He has already signed on for next year's 4K and told us to reach out for other events as well.

#### **Program Committee (Anna VonRueden | Mark McNamer)**

- There are two new members on the Program Committee. Welcome Brad and Krista! We also were able to bring in the new Homeless and Foster Care liaison from Anoka Hennepin school district. This is a long-time coming and we are so excited about this new partnership.
- We have really been focusing on mental health at both the Drop-In Center and HOPE Place. This includes things such as yoga, art, music, and sports.
- We recently signed a MOU with Saint Mary's. Mica has been approved as a Site supervisor and St. Mary's will provide the clinical supervision that interns would require.
- Anna shared that the committee is hoping to expand to include a youth voice. This will be a youth from the Youth Advisory Committee that is elevated once it has been relaunched.
- The committee is also working on safety and security based on several events that have happened over the past few weeks.
- Anna noted that Tubman has a 24/7 shelter. She has collaborated with them historically on resources for safety/security.
- We received some additional funding from FHPAP. This past week, we housed our first youth through this new funding.
- HOPE Place was at full capacity last month. On Thursday, we are outfitting one of the new apartments with new furniture from HOM furniture.
- August was the third busiest month post-COVID at the Drop-In Center. Fall is usually really busy. We anticipate an increase in young people coming through our building.

#### **Finance Committee (Don Phillips | Brooke Limanen)**

- There are no significant changes to revenue or expenses. We are working on a projected year-end with how we are ending Q3. We have approximately nine months of cash on hand. Cash and cash equivalents are higher due to our second of three ERC checks arriving. LaChelle shared that our requirement is three to six months of cash on hand. Hunt 4 HOPE and Clays 4 Youth were slow to come in and have now increased.
- Don shared that we have had some industry-wide trends that are affecting us, such as individual giving trending down. He also noted that we have been the beneficiary of several government grants over the past three years. The team has done a fantastic job making up for individual giving deficits. Don noted that the focus needs to be on funding the resources we have and programs that currently exist, in addition to expanding funding to coincide with our expansion. Don noted that we are on track to meet our budget this year, but we will need to find more structured sources of funding going into next year to avoid a deficit.

#### **Operational Update (LaChelle Williams)**

- New Facility Update
  - We are still waiting for DEED. We continue to be patient. We are continuing to focus on the Fridley area. The city of Fridley gave us a couple of parcels and encouraged us to connect with the lot owner. We have added an architect position to the Building HOPE Committee. The Committee will start to meet in Q1 of 2024. The biggest hurdle will be finding a location. We have very specific requirements for where we can and cannot land. We also need to find a city that will work with us. If you have ideas or connections, please share them with LaChelle.
- Staff Engagement Survey Results
  - Our staff is engaged in annual engagement surveys. This is the second year using this survey through MACC. 100% of the team shared that they are "engaged in their job and look forward to coming to work most days". This is up from 20% in 2020. "At work, my opinions count" increased between 2022 and 2023. In 2020 30% 90% in 2022 to 93% in 2023. "Overall, I am satisfied with my experience at this organization" was 20% in 2020, 90% in 2022, and 93% in 2023. 100% of staff reported "I understand how my role contributes to the mission of the organization" and "I have the tools to do my job." "I am satisfied with the benefits offered by HOPE 4 Youth" was 50% last year. This year it was over 90%. LaChelle noted that we added a floating holiday to allow staff to take a day off when they want to celebrate, not when we tell them they are off for the day.
  - "My supervisor actively helps me with my professional development and advancement" was 60% last year and 93% this year.
  - Improvement Plan

- Communication was elevated as an opportunity for improvement. The Management Team decided to streamline messages, ask more questions, utilize the L-10 meeting structure, and utilize our All-Staff meetings and the Microsoft Teams platform.
- Professional Development is another tier that we are focusing on. This will include deeper focus within the annual review process, discussing roadmaps for advancement, and socializing opportunities both horizontally and vertically.
- Staff Engagement is another area of focus. This will look like leadership being present and asking questions, empowering the team to make decisions, creatively adding team-building activities, and intentionally creating touchpoints to get to know one another.
- We did add some questions about the new facility. Our team is very excited about the future.
- Julie shared that she has never seen such high engagement scores. LaChelle shared that we have an amazing team that is ultra committed to our mission.
- Steve acknowledged Mark on his fantastic team. Steve serves a meal at the Drop-In Center often. He loves watching them work at night (when leadership is not onsite) at the Drop-In Center is amazing. It is such a wonderful team and the difference from the team we had before is staggering.

**Open Business (Steve Nash)**

- No open business was brought. Steve thanked the Board for sticking to the schedule and getting through this packed meeting.

**Adjourn**

- **Motion** to adjourn was made by JJ Slag, seconded by Linda Barnum, and approved unanimously.

The meeting ended at 6:49 pm.

Respectfully Submitted,

Danielle Snider, Administrative Coordinator

**Action Items:**

- Bring Board feedback on 2024-26 Strategic Plan to Strategic Steering Committee

**Upcoming Events:**

- Tuesday, October 3<sup>rd</sup>, the 2<sup>nd</sup> Annual [Clays 4 Youth](#) event at MN Horse and Hunt Club
- Thursday, November 16<sup>th</sup>, the 7<sup>th</sup> Annual [Out of the Cold](#) at the Anoka County Sheriff's Office