

## **YOUTH ON THEIR OWN ANNUAL BOARD MEETING**

**May 21, 2016 8:00 am**

**TEP Building (88E Broadway Blvd)**

**BOARD MEMBERS IN ATTENDANCE:** Bryan Foulk, Mike Hanson, Jennifer Row, Mary Stewart, Bob Villamana, Kim Marohn, Kris Cohen, Jane Klipp, Bob Levine, Bill Stoffers, Will Taylor, Sean Denlinger

**BOARD MEMBERS ABSENT:** Tom Hoyt, Sean Murray, Michael DiChristofano, Terry Hlivko, Juan Ley, Glynda Underwood

**STAFF MEMBERS PRESENT:** Nicola Hartmann, David Martin, Marissa Cassellius, Daniela Zasa

**CALL TO ORDER:** Bryan called the meeting to order at 8:13 a.m.

### **Welcome**

Bryan opened the meeting by welcoming the new members to the board (Will Taylor, Sean Denlinger, Kris Cohen, and Glynda Underwood) and introduced Nicola Hartmann as new Executive Director. Each member was then asked to provide a brief description of their experience, time served and personal reason for serving on the board. Nicola provided an overview of her experience and concluded by expressing her excitement for her new role with YOTO.

### **Annual Meeting**

Bryan reminded members that this meeting also serves as the Annual Meeting. The change in date from June to May was required due to the low attendance for the June meeting. The election of the 2016/2017 Officers is part of the annual meeting protocol. The election of officers is an agenda item.

### **March Meeting Minutes and Financials**

March statements indicate YOTO is financially in good shape. We are on track to surplus \$200,000 by fiscal year end. TOT budget to actual was very close. Mike Hanson moved to approve both minutes and financials, Kim seconded, all in favor.

### **Incoming Board Officers**

Bryan gave an overview of YOTO for the incoming board members (e.g., history, increased enrollment, increased budget, program structure). Since we have new members, Bob V recommended name plates for next board meeting.

Election of 2016/2017 Officers. The slate is as follows: Tom Hoyt (President), Bryan Foulk (Vice President), Bob Levine (Treasurer), and Mary Stewart (Secretary). Bill moved to accept the upcoming officers, Bob V seconded, all in favor of upcoming officers beginning July 1, 2016.

### **Photos and Bios for Website**

At the next board meeting (June 23), Bill Stoffers will be taking photos for any board members who need a photo on the YOTO website. Please also email a brief bio to David.

### **Program Updates (PowerPoint – David and Daniela)**

- During YOTO's time chairing the Tucson Pima Collaboration to End Homelessness (TPCH) Youth Subcommittee, presence at meetings has grown from 5 people to 40
- YOTO staff has revamped TPCH's Adult Service Guide to focus on youth, which is available throughout the community. Staff also created a High School Guide, which is intended to guide students through the YOTO contacts at each school. Youth on the Rise was very impressed with the High School Guide and has provided funding for some printing costs.
- ClientTrack: will be modifying the option of selecting "other" for primary reason leading to homelessness next year, which was the second highest percentage.
- New student centered plan for at-risk students: required to meet with Program Coordinators and form an Improvement Action Plan, which could last three months. Students create their own goals so they hold themselves accountable.
- New incentives for students who meet a 3.0 GPA; Additionally through a grant from the Rodney Fund, May 2017 graduates with top 50 GPAs will receive additional \$500 bonus.
- Implementing required financial literacy workshops for students receiving emergency needs funding
- Changing stipend amounts: Middle School students and Liaisons did not feel there was enough incentive with the all-or-nothing \$25 gift card, so next year MS students will be eligible for a \$35 monthly gift card (\$25 grades, \$10 attendance). The \$70 Dept. of Child Safety (DCS) stipend will be increased to \$140, as DCS students' basic needs through the state unfortunately haven't been met as fully as anticipated
- Workforce Readiness: quarterly internships of five interns each quarter. Fully funded for upcoming fiscal year through grants.
- Jobs for Arizona's Graduates (JAG): new program starting this summer for 30 YOTO juniors and seniors. The program focuses on leadership, personal betterment, and workforce skills to help at-risk students successfully transition from high school to the "real world". Will be conducted at Resale Home Store during summer.
- AmeriCorps renewal: have been approved for three part-time State members. These members will be shifting from tutoring support to providing presentations, mentoring, referrals, and follow-up support in areas that target in-school success and successful preparation for life after high school
- Increased social media presence (e.g. Instagram, Facebook, Twitter, etc.)
- Waterfall Economidis law firm is helping a YOTO student set up the LLC for his landscaping company. Jennifer Row agreed to pay the \$118 filing fee.

### **Finance Overview (Bob L)**

- The goal is to keep two months of operating cash in the bank. We look for 7% return on investments (4% in cash flow and 3% in growth in stocks). An additional source of capital we have if we ever need it, is the real estate that we own (long-term assets).

- There has been conversation about the Title Bucks next to YOTO's building being for sale or for lease. Bob L and Bob V are in the process of beginning conversations with them.
- On target with events
- Intacct has the ability to show two year detail history of foundation grants (e.g. XX Foundation gave \$X last year, and increased to \$X this fiscal year)
- Some of the general/administrative expenses need to be reassigned to direct student support.
- Discussed YOTO's ratings with Charity Navigator (4/4 stars), Guidestar (Platinum- new, highest rating) which are both tied to transparency and accountability. Funders and grantors look for these ratings.
- The maximum deductible amount for the Arizona Charitable Tax Credit has been doubled. Couples filing jointly can now redirect \$800 of their taxes to YOTO, and \$400 for those filing single.

### Development Updates

- Any unsold Tucson Conquistadores raffle tickets must be returned to Kristyn Conner no later than Friday, June 10<sup>th</sup>. If they are not returned by June 10<sup>th</sup>, you will be charged \$10 per unreturned ticket. Reminder, YOTO receives \$8 for every \$10 ticket.
- Nicola will follow-up with Kristyn on marketing decisions
- Increasing Elizabeth Flint's hours (website contractor) will wait until Nicola comes on board
- Kristyn will be responsible for drafting the TOTT acknowledgement letter to donors. Nicola will review and sign.

### Strategic Plan

Due to transitions, this year's strategic plan will be looser document. A more standard format will be fleshed out for January's board retreat once the new YOTO Directors have been acclimated. Sample points include:

#### *Expansion and Increased Impact*

- Chartering: Could do menu-style assistance now, but ClientTrack is not entirely ready yet
- Charging other organizations for YOTO-specific information regarding administration, program, finance, etc.
- Reducing infrastructure costs by partnering with other organizations
- If expanding outside of Pima County, will need more space. Possibility of utilizing Title Bucks

#### *Program*

- Increase student retention, graduation, and work opportunities for students (e.g. Home Store internships)
- Improve percentage of stipends and lessen kids "using system"
- Increase Improving alumni tracking process and possibly creating alumni support group

#### *Finance and Operations*

- \$2.65 million budget
- Maximize technological systems use (Intacct, ClientTrack, etc.)
- Keep 990 strong

#### *Fundraising/Marketing*

- Review event strategy (e.g., new types of events, etc.)
- Improve and schedule donor analytics

- Increasing planned giving and legacy gifts
- Expand the Home Store
- Grow third-party events
- Increase speakers bureau (board speaking at events in lieu of staff)
- Increase Tax Credit donations
- Keep and increase overall marketing presence (Teresa is contracted to do summer marketing until new staff on board)

*Organizational Development*

- Increase professional development (career, not a job) and volunteer support (analytics?)

*Board Development*

- Grow board size to 22 and diversify
- Complete board matrix
- Expand board committee effectiveness
- Increased board interactions with students
- Tucson Hispanic Chamber of Commerce (Tom will reach out to see if we can acquire some board members from there)
- Social hour with spouses once or twice a year (idea: potlucks at YOTO)

**Fundraising Events (Mary)**

Suggestions from the Fund Development Committee for next year's fundraising events:

*Backpack Challenge:* target what the students really need and set goals related to each item. There was some concern with doing solely gift cards (no way to track what students are spending gift card on). David will send school supply needs to Mary

*Fall Wine Tasting:* was originally established as a friend-raiser. This event needs to be redesigned and held at an indoor venue.

*Holiday Appeal:* making this event more personal, such as adding a student wish list. It was suggested that each student would create a personal wish list with one or two items such as jeans, sweatshirt, and size. Partnering with organizations to get deals on gifts for students (e.g., student wants shoes, request \$50 gift card to foot locker for student).

*AZ Tax Credit:* this event is handled by YOTO staff

*Spring Fundraiser:* There was discussion about decreased attendance at local galas, thus, the committee recommends creating a new "Beer Tasting and After Party" event in April in lieu of Talk of the Town. The event would include bus transportation to 3-4 breweries, tasting and food pairings and a fundraising After Party with entertainment. Separate tickets would be sold for just "After Party" for those not interested in beer tasting. Initial contact has been made with Uber for receiving a donation from rides to/from event.

**2016-2017 Organizational Budget**

Document was not ready for approval today.

**Adjournment:** Meeting adjourned at 1:55pm.

Transcribed by: Marissa Cassellius and Mary Stewart  
Submitted by: Mary Stewart, Board Secretary