

BIG BROTHERS/BIG SISTERS ADVISORY BOARD MEETING
FEBRUARY 18, 2010

MEMBERS PRESENT: J. Bauman, C. Bedwick, H. Berlew, B. Chopick, M. Erwine, B. Gawlas, J. Kern, E. Mahler, N. Michalisin, J. Nolan, K. Pettinger, A. Smith, V. Splendido, D. Toomey and B. Yeager.

MEMBERS EXCUSED: J. Carmody, A. Green, J. Roberts and J. Walsh.

STAFF PRESENT: T. Olaviany.

President D. Toomey called the meeting to order. He questioned if a half hour is enough for the BFKS meeting and said it is a topic for another day.

MINUTES: E. Mahler made a motion to accept the minutes. V. Splendido seconded the motion and it passed unanimously. Tanya said a copy of V. Splendido's letter to Karen Mathis was inadvertently not attached to the minutes. Copies are available for anyone who did not see it last month. Dennis said his wife was not exactly hospitalized but he appreciated the concern and well wishes.

TREASURER'S REPORT: J. Bauman said the good news is that we have a report thanks to Vince's influence. Everything is in line with the exception of Medical. Joe Swortz will be moved to the Alcohol Highway Safety Program. Everything is well within budget. The cash statement is up to date as of yesterday, February 17, 2010 with \$686,877.00. We have been assured we will have the report before the board meetings. John said with his job schedule he sometimes gave fiscal too short of notice. Tanya said the amount deducted for Joe's health insurance will be credited to us next month. John pointed out the WIN funds run about 3 months behind. Chris questioned if we will run out of United Way funds. Tanya said she and Ron hope it will be all drawn down by April. It makes a stronger story for need when funds run out earlier in the year. Vince said to ask Dolores why we are charged interest expense. He understands it is to fund payroll but there is no need to do it in this program. If she has an explanation she can come and tell us. Eric asked about the advisory board funds. Tanya said we are not deficit spending. Last year we used the interest from Circle of Friends. V. Splendido made a motion to accept the report. N. Michalisin seconded the motion and it passed unanimously.

BOARD DEVELOPMENT: E. Mahler said the committee met and is working on candidates. Board member B. Behm is leaving Kings College so we need to get someone there. They are also looking for someone from Wyoming County. J. Nolan said he talked to someone who is interested. He coaches at Tunkhannock and is an assistant at Kings. Jack will get an application for him. Eric noted M. Erwine has a few people in mind and the committee is looking to identify a parent of a Little. B. Yeager questioned if we want a parent of a current or past Little. Eric said it should be current for feedback. B. Chopick said we need recommendations from the staff. Eric said there are no candidates from local high schools. The March meeting was cancelled due to scheduling so things will be handled via email. When Mark Altavilla comes on he will be introduced and we will introduce ourselves. Nick said they are also working on the bylaws. B. Yeager made a motion to accept the report. M. Erwine seconded the motion and it passed unanimously.

FINANCE AND FUND DEVELOPMENT: J. Nolan said BFKS was already covered in the previous meeting but noted we are behind last year's total for sponsor a lane and ahead in the number of teams. Jack said he was asked to join the United Way Workplace Council. At the meeting he touted BFKS and was told the Red Cross is having a 5K run the same day. He suggested they run to Stanton Lanes and mentioned the free refreshments. The council has representatives from the Red Cross, Blue Cross/Blue Shield, Kings, Pride Mobility and other businesses. At the monthly meetings he will push BB/BS. N. Michalisin made a motion to accept the report. J. Bauman seconded the motion and it passed unanimously.

MARKETING AND RECRUITMENT: B. Chopick reported for J. Roberts. The WNEP PSA's were taped and the billboards are in great locations. Citizens' Voice ads have appeared and they will be in The Times Leader shortly. We will turn off Face book until 2 weeks prior to BFKS. Joe Snedeker declined but may have misunderstood. Tanya said PSA's have been on Magic and Jim sent PSA's to Shamrock. Vince said recently Joe Snedeker has been requesting and showing video clips. Vince suggested we submit the great video of Joe from last year's BFKS. It might be selected and would be a promotion for BFKS. Dennis questioned why we stopped Face book. It had 316 hits on BFKS and 1.2 million impressions. It got a lot of exposure but was stopped to save money. Dennis questioned if there is a correlation to team registration. B. Chopick said no but Tanya noticed a volunteer increase. Bob said \$637.61 was spent on the campaign targeting male recruits. Dennis questioned the cost and Tanya said our advertising budget is \$3,875. We have used \$1,374 so are at 35%. Tanya said with the expense for Face book it is not something we can have up everyday. Chris questioned if we are paying for the billboards and Bob said they are donated. Dennis asked where the bulletin boards are located. Bob said they are at 309 in Shavertown, Jumper Road on 315, River Street at the South Cross Valley and Blackman Street. Vince asked about BFKS banners and Bill said two years ago we had one on the Square. It might have been for the Walk. He will call to arrange it. Bob said the committee also talked about buying an email list. Next meeting is March 10th at the Old House Café. Bill asked Bob to explain clicks and impressions. Bob said a click is when someone actually clicked on our ad. An impression is that our ad showed up on the screen. Overall there were 680 clicks and 3.2 million impressions. J. Kern suggested a group of Bigs and Littles march in the St. Patrick's Day parade and hand out flyers. He said there will be a large crowd there and it will include single parents. Tanya said a mailing can be put out. C. Bedwick said some Littles, if not in a school band, may never have the opportunity to be in a parade. Dennis asked if it is too late. H. Berlew said there is a deadline but we can still get in. He said \$1,000 parade sponsors can put a banner on the square. Vince asked if the \$1,000 gets you in the parade. Homer said there is no fee to march in the parade but the city would have to approve handing out flyers. Jim said maybe the Littles could dress as leprechauns. Eric said we should get Mr. Pin to be in the parade. Vince said Alison found banks that look like bowling pins. Next year they can be used by businesses willing to put them out for BFKS donations. H. Berlew made a motion to accept the report. B. Yeager seconded the motion and it passed unanimously.

PROGRAM: C. Bedwick reported the committee had 2 meetings on February 11th and 16th. They were interesting and productive meetings to continue the self assessment. There were two snags so she asked Ron to meet with the committee to clarify job descriptions. They were so outdated that they were typed on a typewriter. Tanya's title also needed clarification. Her business card has Program Supervisor but the job descriptions were not matching titles. Chris said she is optimistic about the updates. She said Tanya is now Program Director and is being acknowledged as such. The review showed the only thing not in compliance was we did not have income presented quarterly. We had four reports but not quarterly. It will now be done in February, June, September and November or December depending on when the audit is received. It will be put in the work plan. Next meeting will be Tuesday, March 2nd from 12 to 2. The first hour will be to review and the second to examine personnel files. Chris said there is a lot of work for Tanya. Vince said there are resources available to get everything retyped. Tanya said it will be done. Chris said the BB/BS program job titles are: Program Director, Casework Supervisor, Caseworker and Program Assistant. A. Smith said it would be helpful for board members to get a copy of the organizational structure and titles. Chris said Ron had everything she needed and requested. Tanya said the administrative costs were documented. Ann said the allocation of expenses and what per cent were for BB/BS should also be given to members as a handout. B. Chopick made a motion to accept the report. J. Nolan seconded the motion and it passed unanimously.

PRESIDENT'S REPORT: D. Toomey said he has no official report but wants to take the time to reinforce the message in J. Robert's email to board members. We must stay in tune to the basics in seeking teams and sponsorships. The tried and true methods can build support and income. He encouraged everyone to do whatever they can to surpass the past in terms of teams and go over the top.

PROGRAM DIRECTOR'S REPORT: T. Olaviany said we are at 149 total matches. She reiterated the need to support BFKS. We are at where we were last year but she cautioned last year was not our best year. We need to work on getting teams. Tanya asked who is calling about the parade. Homer has a contact with the woman who

runs the parade and he will talk to her. He said we will have to know if there are commitments from the Bigs and Littles as soon as possible. Jim suggested if we don't want leprechaun costumes parade participants could wear BB/BS or BFKS shirts and as overtly as possible advertise BFKS. A. Smith asked if Littles from the school based program can be involved. Tanya said no because they can not be transported. E. Mahler made a motion to accept the report. C. Bedwick seconded the motion and it passed unanimously.

OLD BUSINESS: J. Nolan asked Vince if he received a response to his letter to Karen Mathis. Vince said he did not but was not expecting it. He will fire off another letter in a month.

NEW BUSINESS: None.

ADJOURNMENT: B. Yeager made a motion to adjourn.

Respectfully submitted,

Kay Pettinger