

**BIG BROTHERS/BIG SISTERS ADVISORY BOARD MEETING**  
**APRIL 15, 2010**

**MEMBERS PRESENT:** J. Bauman, C. Bedwick, B. Chopick, A. Green-Santry, J. Kern, E. Mahler, N. Michalisin, J. Nolan, K. Pettinger, J. Roberts, A. Smith, J. Walsh, B. Yeager and D. Toomey.

**MEMBERS EXCUSED:** H. Berlew, J. Carmody, B. Gawlas and V. Splendido.

**STAFF PRESENT:** Tanya Olaviany.

President D. Toomey called the meeting to order.

**MINUTES:** D. Toomey asked if members had the opportunity to read and review the minutes. N. Michalisin made a motion to accept the minutes. J. Walsh seconded the motion and it passed unanimously.

**TREASURER'S REPORT:** J. Bauman reported \$740,212.89 balance of all accounts. This is \$56,105.00 higher than at the last meeting due to deposits from BFKS. He questioned if we should move some if not most of the \$102,000.00 in a Citizens' Bank money market. It pays less than ½ % and we could get 2 or 3 % with the diocese. There was some discussion on the account and Dennis asked how liquid our funds are in the diocesan account. Tanya said when we approve a withdrawal the request is sent to the diocese and we get a check. J. Bauman said we should drop it as low as we can and transfer the rest to the diocesan account. B. Yeager made a motion to accept the report. E. Mahler seconded the motion and it passed unanimously.

**BOARD DEVELOPMENT:** J. Walsh reported on the most recent meeting on April 6<sup>th</sup>. They are waiting to hear back from Jim Sincavage of Mohegan Sun. They have several leads including one from the staff at BFKS, Brandon Kotsko. The committee will follow up on the quarterly attendance review as part of the committee's responsibility. He noted those who could not attend meetings have participated in other ways. The committee reviewed the application of Kevin Baumer. J. Nolan provided the lead and they followed up. He is a Wyoming County resident where we need representation. He is employed at Geisinger Health System and the committee was targeting them because they have a large employee base. He is also assistant soccer coach at King's College. Jerry and Tanya met him and he asked relevant questions and would be a nice fit. He expressed interest in the Finance and Fund Development committee, shows real potential and is recommended. On behalf of the committee, J. Walsh made a motion to accept Kevin Baumer for board membership. J. Nolan seconded the motion and it passed unanimously. A. Smith questioned the status of the review of the Friends of the Board. J. Walsh said he is not familiar enough with the category Friends of the Board. D. Toomey asked what constitutes a Friend of the Board. C. Bedwick said it used to have a meaning as someone who could not be active but still maintained a connection or helped at BFKS or in other ways. She used to do outreach to them for Sponsor a Lane but only received two replies. Tanya said Ed Maier from United Beverage was added. J. Nolan said Ann's point is excellent and Chris asked if friends receive the minutes. Tanya said they don't get the minutes but would be sent raffle tickets. B. Chopick questioned their response to the raffle tickets and Tanya said only Dottie Powers responds. A

Smith suggested sending a letter to them explaining the expectations of involvement as a Friend. We should tell them how a Friend of the Board is defined in the by laws and ask if they are able to meet that commitment. J. Kern suggested sending the letter and also asking for a donation with their response. Ann said it has the potential to require new stationery to continue including their names on BB/BS letterhead. C. Bedwick said there should also be a commitment on our part to include them. It works both ways. A. Green-Santry asked if there is any merit to asking them to be board members again. B. Yeager said some are not even local anymore. Jerry said the committee will look at this. B. Chopick made a motion to accept the report. J. Roberts seconded the motion and it passed unanimously.

**FINANCE AND FUND DEVELOPMENT:** J. Nolan reported the packet contains a recap of BFKS 2010 and comparison to 2009. We did not do as well in 2010. Marketing was excellent including the well placed bulletin boards. He doesn't know if we could have done anything differently. Community Day pledges are off \$4,000 and league and major sponsors were down. Totals for 2009 were \$96,374.81. Totals for 2010 were \$87,858.80. He said we did as well as we could and should be proud. Bob and Cathy Gawlas have been excellent chairs for two years and Jack asked if anyone can identify candidates who would be visible and good spokespersons. J. Kern asked if there are written responsibilities and Tanya said there is a job description. C. Bedwick suggested the McCarthys and Tanya said Katie was chair years ago. Chris said if the parents are chairs Katie Lambert and Neil Horn will also get involved. Chris said the McCarthys are involved in so many organizations. A. Smith asked if any of them are on the CSS board. Tanya said no but she may be on the soup kitchen board. A. Smith recommended brainstorming how to get it across to bowlers that it is a fundraiser. A significant number of people are giving only \$10 as their own donation without getting other pledges. C. Bedwick suggested for next year finding one big sponsor to sponsor the day by paying for the bowling. Since Mohegan Sun gives money to a lot of people, Dennis said H. Berlew will pursue his contact there. B. Yeager asked the average pledge per bowler and J. Bauman said a lot of pledges are lumped together for groups of people. For example, King's have 40 to 60 bowlers for a \$500.00 donation. J. Nolan said Wilkes Barre Academy also does that. J. Bauman said that skews the average but realistically it is around \$45 to \$48 per person. The pledge most often seen is \$50. He said he can update the spread sheet. Jack said the number of bowlers was down. C. Bedwick said there were 2 or 3 instead of 4 or 5 on teams. Jack said the 9 o'clock slot had significantly less bowlers and after the first two shifts we were down \$6,000. Jack said it is interesting that there are more bowling events at Chacko's and that could be hurting us in attracting bowlers. Jack said perhaps we should look at raising the minimum. A. Smith said a lot of people give \$5.00 and think we profit that amount. People don't realize we pay Stanton Lanes for them to bowl. In the letters we should say what it costs us at Stanton Lanes. John said it is about \$4.00 per bowler and we also are paying for the give away prizes. Chris suggested we get 4 or 5 places to donate pizza so we do not pay for any pizza. When she donates she wants the money to go to the organization. A. Smith said there were a significant number who came through tally and gave only \$5.00 or \$10.00. Jack said he would venture to say even if we tell them it would remain the same. Ann asked if we can establish a minimum. Jack said a hard minimum may turn people away. Tanya said the focus needs to be on businesses and sponsors. A. Smith said we should try to reduce our overhead and perhaps we should consider moving to Chacko's. Tanya said Stanton really has not raised the rate and Jack said they were nicer and more cooperative this year. Tanya said at Chacko's we would loose 10 lanes. Jim said we moved the give aways to a higher level. B. Yeager said Little Caesar's will donate pizza next year. Tanya said we need to get more bowlers into the house. It is basic mathematics. We need to get the word out that this is a good thing to

support. A. Smith said we must emphasize how much money we need to raise for the program. B. Chopick said we captured more email addresses and can do a blast to educate them. Jim said we need to devise a strategy pre bowl and post bowl. C. Bedwick said as we approach companies we need to hit the new ones such as Pepper Jam and Solid Cactus. Bill said they were contacted via the phone bank. B. Chopick said they are no longer owned locally and J. Roberts said from his experience at Misericordia with Pepper Jam they don't want to engage. E. Mahler suggested we try wii bowling and C. Bedwick said B. Yeager suggested that about a year and a half ago. J. Kern questioned if anyone on the board has experience in professional sales or marketing. B. Yeager is in sales and J. Roberts and A. Green-Santry are in marketing. J. Kern said the most experienced persons should put together a strategy to get maximum results from the emails. J. Roberts said we are speculating why donor behavior has changed. We need to get a focus group but that is labor intensive. J. Kern suggested a survey. B. Chopick said we were not doing anything wrong but things have changed. E. Mahler said there is more competition for fundraising dollars. J. Kern said those are excuses and asked what the plan is, what is the strategy to be prepared for next year. We need people with marketing expertise to implement plans to move forward, to measure each month so before the event we know what the results will be. J. Roberts said it hasn't come up in that form before and no one ever suggested a survey. The challenge is it is labor intensive but with collaboration between the BFKS committee and board it can be done. J. Kern said to target the right markets and have a better strategy to target profit centers. J. Roberts said if we can get to well paying places like hospitals that have the structures to communicate to employees we will increase our profits. With community groups, church groups and youth groups we don't get the dollars. B. Chopick said ultimately we need a development director. Tanya said she has her degree in social work and doesn't have skills for fund development. She is questioning if we need a casework supervisor. She has done it since Kim Sapolis left. She said if we first market the program then it is not a cold call for BFKS. E. Mahler said bowlers have connectivity but sponsors do not. We need to get our message out there. More people send \$20 for a kid in Kenya so we need to show our organization's need. J. Kern said E. Mahler and B. Yeager talked to him about BB/BS. Before that he was asked for money and then he came on the board. He said BB/BS was self explanatory to him and he felt it was a good organization so he contributed before he had any involvement. Now he tries to get others involved. D. Toomey said this was a good discussion with great ideas. He suggested tapping into that energy and revisiting the ideas again. J. Nolan said they will schedule a BFKS meeting to continue discussion. Jack thanked Bill for being the board BFKS chair. Bill has been doing it since Jack has been involved and Bill does a tremendous job. Jack said for the last several years Alison Splendido has done a great job a chair of the Walk Around Wilkes Barre. This year with the new restaurant she is not able to chair. Last year was the most successful, best attended and most profitable. This year we need the help of the board, someone to step up as chair, as Bill does for BFKS. We will get Alison's notes and contacts. Last year's venues, Luzerne Bank, Genetti's and the Westmoreland Club were great. Arts Youniverse was nice and the Pat Greenfield's deserts were great but we lost some people there. This year's walk will be August 12<sup>th</sup>. Anyone interested in chairing the event should contact Jack or Tanya. The Woodlands golf tournament will be August 5<sup>th</sup> at Mount Laurel. Since they started earlier they hope to fill the course with foursomes. Cost is \$125 per person. They also need hole sponsors. Bill will be at the meeting on the 19<sup>th</sup> at the Woodlands. The sports memorabilia auction will be at the tournament. Raffle tickets will be sent to board members. 60 tickets were sold at BFKS. Tanya said the McNabb jersey's value should increase since there will never be another one. Jack said there is a lot going on as far as fundraising, with the Walk Around Wilkes Barre, the Golf Tournament and Summer Raffle. Tickets will be sold at the Farmers' Market.

N. Michalisin made a motion to accept the report. B. Chopick seconded the motion and it passed unanimously.

**MARKETING AND RECRUITMENT:** J. Roberts said the committee focus is now on BFKS follow up and there will be future publicity for Walk Around Wilkes Barre and the raffle. At the May meeting new suggestions from tonight can be prioritized. He gave examples of appropriate questions that could be used on the BFKS survey. J. Kern said the goal is to maximize revenue and minimize expenses. It is not eat for kids' sake or get a shirt for kids' sake. A. Smith said to include in the survey what do you know about BB/BS. B. Chopick said if sent a report of how the money he gave was used he would be more willing to give again. J. Roberts said area unemployment also contributed to the decrease in BFKS profits. C. Bedwick said we must remember that we raised over \$90,000.00. We are successful fundraisers and have been for well over 20 years. E. Mahler made a motion to accept the report. B. Chopick seconded the motion and it passed unanimously.

**PROGRAM DIRECTOR'S REPORT:** Tanya called attention to the statistics in the report in the packet. There are 149 matches. A grant was submitted to OJJDP requesting \$254,239 over a three year period. The grant entails enhancing our mentoring programs via parental involvement. She said we are thankful to Alison and Vince Splendido for holding BB/BS Day at Virginia Barbeque. Fifty cents from every combo meal or platter sold on April 10<sup>th</sup> was donated to BB/BS. We anticipate realizing \$150.00 from the event and their donation jar that has been on their counter at the restaurant. She expressed thanks to everyone who supported BFKS in any manner. She recalled when she began MDA was doing bowling and our goal was to get into it. Now we have doing it longer and better than anyone. We can determine what we can do better. The discussion resulted in good ideas. We have a great vehicle. It is not broken. It just needs to be retooled. Carbon County and Wyoming County held their own in BFKS. Hazleton took a big hit. They were down \$20,000 and only made \$50,000 in their best year. There have been adjustments in staff there. Because we didn't replace Kim Sapolis it has worked out here. A. Smith said we not only have a great vehicle, we have a great program thanks to Tanya and the staff. B. Yeager made a motion to accept the report. E. Mahler seconded the motion and it passed unanimously.

**PRESIDENT'S REPORT:** None.

**OLD BUSINESS:** None.

**NEW BUSINESS:** None.

**ADJOURNMENT:** J. Nolan made a motion to adjourn. J. Roberts seconded the motion.

Respectfully submitted,

Kay Pettinger