

September 20, 2017 - AFP MA Board Meeting Minutes

Submitted by Carrie Winchman, Chapter Manager

Present: Carla Cataldo, Alicia Ianiere, Patty Kelleher, Kristina Lentz Capano, Amanda Clark MacMullan, Cristine More, Jennifer Palan Sherman, Erik Ryan, Jaye Smith, Paul Swindlehurst, Christopher Thomas, Stephanie Truesdell, Kate Villa, David Woodruff, Carrie Winchman (CAMI), and guest Scott Goffstein (SAGA)

Not Present: Mary Doorley Simboski, Elsa Gomes Bondlow, Tomasz Kierul, Beth Kramer, Tanya Holton, Libby Roberts, Yong-Hee Silver, and Joe Ziska

President's Report

President Kristina Lentz Capano opened the meeting at 8:15 AM and asked for feedback on the strategic planning meeting. Kate Villa said it was efficient – less about what we are going to do and more about how we are going to do it. Paul Swindlehurst liked that we stayed together as a group rather than splitting into subgroups. Patty Kelleher liked that working group meetings were held in between strategic planning meetings.

Kristina and CAMI will work intentionally to implement strategic planning objectives and will coordinate with the committees involved.

Minutes Approval

Kristina Lentz Capano asked if everyone had a chance to review May meeting minutes.

A motion was duly made by Paul Swindlehurst, seconded by Erik Ryan, and carried to accept the May 10, 2017 board meeting minutes.

Finance (Alicia Ianiere)

Alicia Ianiere reported that the August 31 net income was negative \$22K. Membership and conference were the top influencers on net income. Education was a stable factor. She also reported that a cushion of \$25K was withdrawn from the mutual fund account and deposited to the operating account. Investments returned 3.4 % since inception.

Today at 9 a.m., Scott Goffstein will join the board meeting to explain the annual process for chapter tax filings.

Conference (David Woodruff, Jaye Smith, Kate Villa)

David Woodruff said the AFP MA Conference is a good deal compared to other conferences -- cheap price and doesn't require a sleeping room.

Kate Villa wants to extend beyond the traditional conference e-blasts and start making personal outreach calls. She hopes the board will participate too either by posting social media messages, making outreach calls, or sending staff to the Conference. Kate will send a call list to each board member after this meeting. Paul Swindlehurst requested a sell sheet. Kate also plans to tap into the networks of current conference attendees. The Committee still needs a marketing chair and volunteers.

Kate Villa announced she also needs Roundtable hosts. There will be roughly 35 Roundtables to fill on conference day. The Benefactor Sponsors should be considered as well since they receive this as part of their benefits (Amergent, Blackbaud and Pentera).

Jaye Smith is looking for room monitors to provide session room support and make introductions. Carrie Winchman at CAMI suggested that room monitors should focus on making introductions since we have a staff and AV technicians that can carry out logistical support. Cristine More suggested Diversity Fellows may be interested in this role or Jaye can review session attendee lists for names.

Paul Swindlehurst asked if we were currently promoting the Conference through speakers, and suggested we ask them to make calls on our behalf or forward the next e-blast to their networks.

CAMI will remove Chef Jeff's booksigning from the schedule.

Chapter Tax Filings (Scott Goffstein, CPA)

The chapter accountant, Scott Goffstein, came to the meeting to explain the process for chapter tax filings.

He explained the difference between a review (report) and an audit (opinion). Scott said that AFP is subject to a review and not an audit. This is a function of our size and not an indication of anything negative. A review generates these reports: Statement of Financial Position; Statement of Activities; Statement of Functional Expense; Statement of Cash Flows.

A statement of financial position is essentially the balance sheet.

A statement of activities is essentially the income statement. Scott pointed out that this is where you will find profit and loss. Details such as strategic planning expenses, Fenway expenses, and Conference P&L explained some of the negative net income in 2016. He also pointed out that on December 31st the Chapter had \$261K in cash and investments.

Scott's opinion is that the chapter's overall financial position is good. It has proper controls and review procedures in place, which are the most important factors of good financial

health. He also said that Program Services are obviously the key contributor to the chapter's success.

From here, the federal Form 990 mirrors these statements with the exception of book income v. taxable income (represent an \$18K differential; assets not taxable until they are sold). The Massachusetts tax form "Form PC" mirrors the Form 990.

Kristina Lentz Capano asked Scott for any other insights he can offer. Scott said the most important point is that AFP MA continues to monitor finances on a regular basis. An annual budget is also important. If you do these two things then you will be able to respond well to events (the marketplace; metrics; trends) and make adjustments. The most successful organizations are those that are proactive, transparent, and honest.

Carla Cataldo asked if it is typical for an organization of this size to have this amount of money invested in the marketplace. Scott replied yes the amount of money is not surprising but organizations will hold it differently – some in cash, some in endowments, etc. The question is how much risk you are willing to take as an organization. He noted that money market accounts don't pay off. Carla then pointed out the imbalance of the management fee in the income statement. Kristina replied it is needed and valued unless we have volunteers.

Alicia Ianiere said if there are any other questions these can be emailed to her.

Education (based on Joe Ziska's report)

The Education Committee met in September and brainstormed programs for 2018, including a possible overarching theme for the education year. A flier handout at the conference may help boost attendance of education programs. The Education Committee is considering repeating their most popular events in MetroWest.

Nominating Committee (Paul Swindlehurst)

The Nominating Committee is comprised of Jaye Smith, Kristina Lentz Capano, Tomasz Kierul, and Paul Swindlehurst. The Committee's work has just begun. Board members are being asked if they want to renew and the Committee is cultivating a list of incoming board candidates (see Paul's report). Bylaws limit the number of board members to 35. Very few people are scheduled to rotate off the board this year making this an unusual nomination year.

Paul Swindlehurst announced his timeline as follows:

- Sept. 15 – Oct. 13 – Nominating Committee will review nominations and interview selected candidates.

- Oct. 13 – Nominating Committee will share information with the board such as a preliminary slate.
- Oct. 18 – 20 – Board voting will be initiated then closed.
- Oct. 23 – 30 – Membership voting will be initiated then closed.
- Nov. 1 – New directors will be notified.
- Nov. 29 – New board slate will be announced at Annual Meeting.

Paul feels we could bring in as many board members as we want as long as we are not interfering with the current board culture. Board members have had ample opportunities to give their input to this process: told us what they need; nominated specific people; weighed in on the candidate list today.

Stephanie Truesdell recalled that we were seeking marketing and communications expertise and asked if there was anything else we were actively seeking. Paul said we are also looking for membership expertise; conference expertise; and financial planning expertise (including experience with models, dashboards). Gregg Chambers had once created a snapshot of criteria for the board including sectors and it was recommended we do this again.

Sponsorship (Erik Ryan)

Erik Ryan referred to the Sponsor Grid and said he has exhausted the leads there. See his and other's comments at the right side of the Sponsor Grid. Kate Villa pointed out that Google Docs is limited as a contact (sponsor) database and there are others we should consider.

In January, Kate Villa, Erik Ryan and Kristina Lentz Capano will meet to brainstorm sponsorship. CCS, Bill Weber and David Woodruff should be asked to help with outreach.

Membership (Carla Cataldo)

Membership is currently at 559, which is a drop from the last report, though the membership decline is prevalent among AFP chapters. Carla hopes for a bump during conference months. She will report September and October counts at the next meeting.

Membership Engagement & Stewardship (Cristine More)

Cristine More asked to be notified next time a Call for Volunteers is announced. She will sift through the new volunteers and report at the next meeting.

Administration (Stephanie Truesdell)

No change.

Adjournment

Kristina Lentz Capano adjourned the business meeting at 10:15 AM.

Respectfully submitted,

Carrie Winchman

Chapter Manager, AFP Massachusetts