

## Northeast Opportunities for Wellness, Inc.

### Minutes

Tuesday- March 20<sup>th</sup>, 2012

**Call To Order:** 7:01 PM

**Present:** Jack Burke, Sarah Desjardin, Cindy Disco, Jessica DiZazzo, Alissa Gladu, Troy Gladu, Dave Lavoie, Josh Longiaru, Keith O'Hara, Allan Rawson, Jeff Rawson, Kathie Rawson, Jeff Rizer, Christine Rukstela, Kelly St. Laurent

**Committees:** Leia Faucher, Steve Faucher, Eric Quinn, Joe Touchette, Amy Williams

**Youth Advisory:** Sarah Gilloran

**Guests:** Scott Desrocher

**Absent:** Mary Jane Burke, Bruce Disco, Ed Higgins, Sharon Kozey, Richard Loomis, Debbie Spinelli

1) Minutes: Motion made by Cindy to accept the minutes of the February 21, 2012 meeting. Seconded by Dave; approved by all.

2) Committee Reports:

2A) Finance: As of March 20, 2012, the balance in the Jewett City Savings Bank checking account is \$4,518.69. A \$10,000 donation was received from The Rawson Family Foundation and will soon be deposited into this account. Alissa is working with Don Sullivan, CPA, to file NOW's taxes for their 2011 fiscal year. The first NOW fiscal year ran from April 2011 (the initial month of incorporation) through August 31, 2011; the official fiscal year end date. Cindy asked for a summary sheet for the JCSB accounts for 2011. Alissa will share this information with the Board once the taxes are complete. Alissa discussed the challenges with the current process of accepting donations. Currently donations are mailed to NOW's PO Box and then picked up by either Chris and/or Josh. They are forwarded to Jessica for Thank You notes and Tax Letters and then passed on one more time to Alissa to be recorded and deposited. This process seems to be inefficient and is resulting in delayed deposits. Jeff Rawson and the Fundraising Committee will create some type of protocol/system for the receipt of checks.

Keith mentioned all NOW Board members had been sent a written letter seeking a monetary donation. The goal of this letter is for NOW to receive 100% Board giving.

The Board requested a reminder of the current NOW purchasing policy. If an item needs to be purchased and the cost is \$250 or more, an e-mail needs to be sent to all three members of the Finance Committee (Kelly, Alissa and Dick). Two of the three members must approve the expense. Once an invoice is received, the Finance Committee has requested that the Committee responsible for initiating the bill should trace the path of the invoice through its final payment (to make sure all transactions were completed properly and the vendor has been paid in full). If a purchase is \$1,000 or more, there must be 2 signatures on the check. Currently the Board members authorized to sign the NOW checkbook are Alissa, Keith and/or Jessica. Jack made a motion to accept the Treasurer's report as presented, Allan seconded this motion; all approved.

2B) Nutrition: The Committee met to discuss how to best use the \$1,000 grant from JCSB, which is intended to target parent education. The Nutrition Committee made a proposal to the Executive Committee (and received their approval) that the grant be used towards a cooking class for parents. The prepared food in the demo would be both low cost and nutritious. This function will be held in late July. G Seven Caterers will also be involved with this event.

The Committee ordered food for the April 1<sup>st</sup> Indoor Soccer Awards Program. Sarah will be teaching the final nutrition lesson on March 25<sup>th</sup>. She plans to play a Jeopardy game to review all the topics covered this season.

2C) Fitness: Jeff Rizer held a Fitness Committee meeting to discuss the upcoming 5K race and the Spin Event. Amy will be directing the spin event on Sunday, March 25<sup>th</sup> at The Fitness Studio in Dudley, MA. There are 35 spinners who signed up for the event. Volunteers are needed that day to help out with snacks and water and also to speak about NOW. Donations are being accepted for raffle prizes. The NOW 5k Race will be held on Sunday, September 16<sup>th</sup>. The Committee is still working on selecting a course in the Thompson or Dayville area. Fitness will be working with PR & Marketing to start advertising for this event as soon as a definite course is selected. There is still no budget for the Fitness Committee but this should be completed in the near future and submitted to the Finance Committee. Joe mentioned there will be skill drills and an obstacle course set up on April 1<sup>st</sup>.

2D) Facilities: Troy has been working with the Committee members to determine an estimated cost to maintain the Blackwell and Logee fields. Troy's best estimate for the annual cost to maintain both fields is \$10,000 to \$16,000. He stated this cost could be reduced by approximately \$5,000 if volunteers mow the fields and do other necessary maintenance. Currently CAA has scheduling priority at Blackwell Field and in exchange they maintain the field. NOW is drafting an agreement in which we will maintain our own fields and charge CAA a yearly user fee. A draft of this agreement will be submitted to the Executive Committee for approval.

It was discussed that as a fundraiser, signs could be sold and put on the fences of the fields, with the money being used for the maintenance of the two fields. Troy would like to get the entrance signs at both fields put up as soon as possible. He is currently obtaining several quotes for these signs. There will be a grand opening for Logee Park this summer (if it is ready). The PR Committee will work with the Facilities Committee to generate revenue for this event. Several members of the Facilities Committee went to the Wide World of Sports in Smithfield, RI. They were very impressed by this indoor sports complex and shared their desire to have a similar building for NOW.

2E) Sports: Dave spoke about the many upcoming events for the Sports subcommittees.

2Ei) Soccer: The winter program is wrapping up with the last session and awards banquet to be held on April 1<sup>st</sup>. The spring session will begin on April 23<sup>rd</sup>. Dave proposed NOW hire a full time Challenger trainer for the entire season at a cost of \$7,250. Jack seconded this motion; all approved. There is a possibility the Challenger trainer might also work with the YAP soccer group on Friday nights. There was a discussion on NOW negotiating a rate reduction with Challenger since we are hiring them for the entire year. Dave will look into this. The comments concerning the quality of the Challenger staff were very positive. Dave is looking for a family to host the Challenger trainer this spring. The host family will be offered additional discounts. Kelly would like the Soccer subcommittee to design a graduated price list for kids who enter the program after the season begins.

2Eii) Football: There will be another football clinic held on June 3<sup>rd</sup>. The location has not been determined yet, but the Football subcommittee is hoping Woodstock Academy will let us use their new turf field. Donations will be solicited to keep the expenses down. Josh will work with his Committee to do the advertising.

2Eiii) Cheerleading: There is no established Cheerleading subcommittee at this time, but there will be a cheerleading component to the June 3<sup>rd</sup> Football clinic. It is estimated there could be up to 90 cheerleaders at this function.

2Eiv) Basketball: Scott Descrocher, the Killingly High School boy's basketball coach, attended this month's meeting to try to establish a relationship with basketball programs in the area. Scott would like to see health, nutrition and fitness incorporated into the basketball programs. Last summer NOW worked with the Putnam basketball program, providing the children with fitness and nutrition education.

2F) Scholarship: Sharon sent an email to report there were no new developments within the Scholarship Committee. It was reported to the Board that thus far 60% of the

children who have participated in NOW programs have received some sort of financial assistance.

2G) Legal: There was a discussion concerning raising the number of seats on the Executive Committee from 7 to 9. Jeff Rawson said the number of members on the Executive Committee should not exceed 50% of the total number of members on the NOW Board of Directors. Ed has advised the Executive Committee that their function is to be the organizing power; not the voters or decision makers. Cindy recommended the Executive Committee continue as is- with seven members. Additional comments or concerns should be addressed directly with Keith or Allan.

2H) Fundraising: Jeff reported that there are now nine members on the Fundraising Committee and it continues to grow. The first meeting will be held on Thursday, March 29<sup>th</sup> at 5:30 at Victoria Station. This meeting will discuss the mission, budgets, annual appeals, legacy giving, grants, fundraising opportunities, etc. Any fundraising done by other Committees should be presented to the Fundraising Committee for approval. We want to be certain we are not repeating requests for donations from the same individuals/businesses. The budget for this new Committee was included in the original PR& Marketing budget. Alissa will send out the specific breakdown of the PR/Mkt budget information. Josh recommended that some type of software be purchased to keep track of donations, etc. He will share information on TechSoup with Jeff Rawson. Jeff Rizer mentioned insurance issues when NOW acts as a host at fundraising and sporting events- especially when large groups are involved. He also discussed contact sports and the additional cost of insurance for one day events (\$300-500/event).

2I) Marketing: Josh ordered marketing materials for the Spin event (water bottles). He has also been responsible for the selection of assorted merchandise and advertising materials for numerous NOW functions, including the September 5K, the spring soccer program, two additional soccer camps, the football clinic, etc. Advertising options include Facebook, The Shoppers Guide, NOW Website, etc. The software packages are on hold until more money for this item becomes available.

2J) Nominating: Prior to the meeting, all Board members received an e-mail from Cindy requesting they indicate whether or not they plan to continue serving on the Board and current Committee assignments once their term expires. It was suggested this is a good opportunity for Board members to move around within the various Committees to explore new options. Cindy needs answers as soon as possible from those Board members who have not yet answered her email.

2K) YAP: Sarah reported that the season for the girl's indoor soccer team is wrapping up and they are putting together an outdoor team for the spring season. There have

been some new male and female YAP members recruited to fill in for next year when the current seniors leave for college. Sarah is working with her school to put together a Dodge ball tournament to raise money for NOW.

3) Manpower: The topic of hiring a NOW employee has been discussed at several meetings. This position would ideally be someone who can reach out to our target community and help with fundraising efforts. The Fundraising Committee will further discuss this position and put together a business plan.

4) New Business: Allan was approached by Betty Hale and the YMCA to request our involvement in the National Youth Fitness Day. This event will be held in Putnam on April 28<sup>th</sup>. This is a community effort involving numerous organizations. NOW's participation in the National Youth Day with the YMCA could pave a path for a supportive partnership between the two groups.

There has been a discussion with Challenger to join together with NOW to put on a summer 4 v 4 soccer tournament at Logee Park. This would be a great fundraising opportunity. The CJSA wants clubs under their jurisdiction to set tournament dates up to one year in advance.

5) Old Business: None

6) Next Meeting Date: The next regular Board meeting will be held on Tuesday, April 17<sup>th</sup> @ 7:00 PM at United Services in Danielson. The next Executive Committee meeting will be held on Tuesday, April 10<sup>th</sup> at 5:30 PM at Victoria Station Café in Putnam.

7) Adjourn and Closing: A motion was made by Jack to adjourn the meeting at 8:50 PM. Josh seconded; all approved.

Minutes respectfully submitted by Jessica DiZazzo and Kathie Rawson