



Giving Opportunities to Kids (GOT Kids)  
Regular Board of Directors' Meeting  
Minutes

Date: Monday, December 6, 2021  
Time: 4:30 p.m.  
Location: Diede Construction

Members Present: Jason Altnow; Pierce DeLuna; Steve Diede; Justin King; Ken Metoyer; Joe Nava; Cathy Nichols-Washer; Chris Olsen; Melissa Phillips-Stroud; Shannon Stephens

Members Absent: Gabe DeAnda; Taylor Diede; Ron Freitas; Ron Heberle; Mary Macias; Chet Somera

Administrative Staff: Megan Eddy

1. **Call to Order:** *The meeting was called to order at 4:44 p.m. by 2<sup>nd</sup> Vice President, Pierce DeLuna, and it was determined that a quorum was present.*
2. **Approval of Minutes:** *Melissa Phillips Stroud moved; Joe Nava seconded. Vote passed unanimously.*
3. **Executive Director Report:** Megan gave an update on administrative items from the past 5 weeks.
  - Became aware of undispersed scholarships from months prior, will continue follow up with Hispanic Business Committee
  - Sent thank you notes for sponsors of Dancin' on Dynamite fundraiser
  - Met with Lynn Aebi to get trained on past administrative process and procedures
  - Gathered and submitted documents for tax preparation and filed 2021 taxes on time
  - Issued outstanding payments, reconciled bank accounts, updated online accounts to reflect current administrator
  - Created and posted content to social media for T-Shirt contest winners and Giving Tuesday
  - Researched fundraising platforms: Flipcause and Mobile Cause
  - Researched items to re-order for Keep Kids Connected campaign
  - Need to close GOT Kids credit card in Lynn's name and open a new account. Open for suggestion on which card best suits the foundation needs.
  - Should look at a Client Relations Management database to capture donor information. Suggestions were given with Salesforce acknowledged to be widely respected and the industry standard.
4. **Finance report:** Steve reported the current financial position is strong, with investments showing significant gains in the past year.

5. **Operations Committee Report:** Pierce reported on a New York Life employee program promoting community volunteerism. He hopes to secure 15 volunteers for the Crab Feed, with 6 already committed.

6. **Marketing report:**

- The Flipcause free trail has been extended three times and a vote is needed to approve payment for their platform services. They offer website hosting, “plug and play” fundraising campaigns, donor tracking and event registration/ticketing. Flipcause offered to lower the cost of their services from \$175/month down to \$50/month, with no contract.

*A motion was made by Jason Altnow and seconded by Joe Nava to approve the use of Flipcause as a fundraising platform for the next 3 months, through the end of February 2022. The vote was unanimous.*

7. **Programs report:**

- **Keep Kids Connected** – On hand, \$15,000 in funds from a Raymus Foundation earmarked for water bottles and additional play items to keep kids active. There was discussion on improving the quality of water bottles and suggestions to spend a little more per item. It was generally agreed the size of footballs on the last order were good and suggested for re-order. The budget of \$15,000 was suggested to be a baseline, with GOT Kids to supplement funding up to a total of \$20,000 for the next round of orders.

*A motion was made by Cathy Nichols-Washer and seconded by Melissa Philips Stroud to allocate up to \$20,000 on the next order of water bottles and footballs, with discretion given to Megan Eddy to make the final decisions necessary for item selection and quantities to maximize dollars spent. The vote was unanimous.*

- **Imagination Library** – The program has already 168 children enrolled, with no official outreach scheduled. Caution should be used to ensure funding is in place (at a cost of \$25/child per year) so enrollment does not exceed the allocated funds. The Lodi Memorial Hospital Foundation has partnered with GOT Kids to equally share the programs costs for the next 3 years, with \$10,000 already deposited and potential for up to \$15,000 per year. It was suggested that additional grant funding be researched for this program, with UOP and United Way as potential grant opportunities.

- **Cal Waste Facility Tours** – The tour program has been expanded to cover grades 2-12 with both in-person and virtual options available. The sign-up information/calendars were distributed by the Superintendent’s office, and they have offered to facilitate reserving the transportation for in-person tours. In 2020 there were 20 tours arranged, at an average cost of \$250 to cover transportation, with an overall budget of \$5000. It was suggested the budget be increased in 2022 to \$10,000 to accommodate more in-person tour opportunities.

*A motion was made by Chris Olsen and seconded by Joe Nava to approve a budget of \$10,000 for the Cal-Waste facility tour program. The vote was unanimous.*

8. **Events:**

- **Film Camp Red Carpet Premiere**, December 9<sup>th</sup> at 6:00pm- The event is hosted by GOT Kids and will be attended by Cathy Nichols-Washer, Ron Freitas, Steve Diede and Megan Eddy

- **Crab Feed**, February 26, 2022 at Lodi Grape Festival, Chardonnay Hall – The event has grown to accommodate up to 450 attendees, with regular tickets being sold for \$75. Further clarity is needed on event sponsorship levels.
- **Casino Night** - Still needs an event chair, committee date and location. Discussed St. George Winery as a location, and it was suggested the event to be held in May or October. No clear decisions were made.
- **Walk for the Health**, May 14, 2022. Will need a strong volunteer presence to host a booth.

**9. Other Business:**

- Megan requested a brief statement from each Board member present, regarding their vision or goals for the foundation in 2022, in order to better prioritize her time and efforts.

Melissa – Overall success of the Imagination Library program

Shannon – Targeted outreach to High School students

Jason– Grassroots outreach to secure sponsorships

Steve– Executive Director to fundraise and organize, expand sponsorship of Film Camp

Cathy – Focus on marketing who we are and what we do

Chris – Spend more money on programs

Joe – Seed money for events/fundraisers, so general funds can go to programs

Justin – Encourage parental engagement, leverage technology (i.e. virtual reality) to engage in learning

**10. Adjourn:** 6:13 p.m. Pierce DeLuna moved; Joe Nava seconded. Vote passed unanimously.

Submitted by: Megan Eddy

Megan Eddy, Executive Director