

dLCV Foundation Meeting

Meeting Minutes May 5, 2014

Call to order

Darrel Mason called to order the planning meeting of the dLCV Foundation at 12:07 p.m. on May 5, 2014 1619 Byrd Avenue, Suite 5, Richmond, VA 23230.

Present

The following persons were present: Adrienne Volenik, Mary Jane Sufficool (by phone), John Craddock (by phone), Michele Burke (by phone), Harry Gewanter, CW Tillman (dLCV Board President), Colleen Miller, Darrel Mason, Kathy Matthews, LaToya Blizzard (staff) and Devin Coleman (staff).

Approval of minutes from last meeting

The minutes from the March 3rd Board meeting were approved.

Agenda

The agenda was accepted without revisions.

Work Session

A. Establishments of goal and objectives

The Board discussed how to move forward with the development of goals and objectives for the Foundation. This prompted discussion about some lingering confusion about why the Foundation is a separate entity from the dLCV. The question was asked as to whether the Foundation should on its own determine the next focus area for targeted fundraising or whether the dLCV should identify one or more areas of unmet need and present those to the Foundation for consideration. The Board decided to ask the dLCV Board to identify unmet needs and prioritize those needs for resource development. Colleen will then present the unmet needs identified by the dLCV Board to the Foundation for selection of issues to pursue. After selection the Foundation will develop a campaign plan around that specific need.

B. Board assessment

Most members completed the Board assessment survey. The survey will identify the current Board member skills and the skills needed to support goals and objectives. The Board will review the result at the next meeting

C. Expectations of Board members

The Board discussed expectations of members. In addition to making individual tax deductible contributions and supporting activities such as the Gala, Kathy Matthews suggested that the Board assist with increasing a level of awareness about dLCV within the community. The Board agreed to engage in “friend raising” over the next two months. Board members are encouraged to meet with at least two acquaintances to familiarize them with the work of dLCV. If the acquaintance uses facebook or has a website, Board members could ask him/her to connect with dLCV’s website or facebook page. The Board discussed other means of increasing awareness, including developing a newsletter, creating brochures, and publicizing compelling stories similar to what we heard at the Gala in March from individuals who had been served by the dLCV.

Old Business

Due to the time, the committee reports were distributed but not discussed. (**Treasurer’s Report, Special Ed Committee Report, Gala and Special Events Report**)

Adjournment

Darrel Mason adjourned the meeting at 1:30 p.m.

Next Meeting: Monday, July 7, 2014

Time: 12:00 p.m. – 1:30 p.m.

Location: 1910 Byrd Ave., Suite 5, Richmond, VA 23230