



October 12, 2017
9:00 AM
Board of Directors Meeting

Agenda

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|------|---|---------|
| I. | Welcome and Call to Order | Kathy |
| II. | Old Business: Committee Work/Event Update | Liz |
| | A. Grandparent's Day Planning and Status | |
| | B. Celebrity Server | |
| III. | Review of Minutes | Kathy |
| IV. | Financials and Budget | JaLynne |
| V. | New Business | Kathy |
| VI. | Adjourn | Kathy |

**FRIENDS OF ELDERSOURCE
BOARD MEETING
10688 Old St Augustine Rd
Friday July 28, 2017
12:00 Noon**

Present

Kathy Jones, President
Danielle McGrath-via phone
Debbie Dunn
Gayle Ballard-via phone

Staff

Alex McClain-via phone
Andrea Spencer
JaLynne Santiago
Linda Levin
Liz Morgan-Guest
Sherry Holmes

Meeting Called to Order

The meeting was called to order at 12:05 PM by Kathy Jones.

Review of Minutes

A motion to approve the minutes from the last meeting July 28, 2017 was made by Debbie Dunn and seconded by Gayle Ballard. Minutes were approved unanimously.

Financials and Budget

JaLynne Santiago, Director of Finance and Administration noted that the only significant change on the Balance Sheet was A Night with the Stars (ANWTS) where there was an increase in Cash between May and June. The Net Margin Report shows us above budget at this point of the year. Compared to Budget, we have \$11,402 in the budget and YTD we are at \$30,000. JaLynne acknowledged there will be expenses going against the \$30,000 and revenue will be needed to keep up. The four year comparison 2014-2017 report shows on page six what has happen from year to year and the variances between 2016 and 2017 and the differences by dollars and percentages. Kathy thought that the sponsorship line stood out as the event in the past had been in the \$40,000 and \$50,000 range and this year it is at \$28,000. Linda acknowledged that where we were netting in the \$30,000 and \$20,000 we netted under \$5,000 this year. Linda explained that a lot of this was due to the loss of sponsorships.

Motion

A motion to approve the financials was made by Gayle Ballard and seconded by Debbie Dunn. Motion passed unanimously.

A Night with the Stars

Liz Morgan, Event Planner acknowledged that having a focus group, one that goes to events and gives to causes might help Friends of ElderSource (FOE) in figuring out how to attract a newer crowd and to get people to bid on auction items and the fund raisers. Linda suggested that the next committee meeting in August should focus on fine tuning, strategic planning, and brainstorming sessions. Kathy asked the group to think about what they might do differently or if this event should be held at all.

Grandparents Day

Liz passed out an updated budget for Grandparents Day to board members. The expenses are at \$9,450. She indicated that we may come in under budget as some things would be cut out. So far approximately \$8,000 in sponsorships has been raised. Liz is requesting help with securing sponsors. She is asking the board for names and ideas. The off duty cops and the street closure have been secured. Debbie Dunn suggested that we tap into corporations to get money. She thinks that we should have a conversation with Peter at Swisher International who sits on several boards. He is able to introduce staff to people and help in FOE networking with corporations. Linda and Liz will schedule a meeting with Peter as soon as possible.

Liz will send out copies of her sponsorship list along with a one page document detailing the activities for Grandparent's Day. Liz and Danielle McGrath will discuss how Brooks will participate at the event. Debbie suggested reaching out to Earth Fare and Trader Joe's on San Jose Boulevard for sponsorships; and also Kids Counseling in Clay County. There was some discussion about contacting established and new banks in the area. Debbie mentioned possible Lunch & Learns where the audience would be presented with information about ElderSource and learns what the agency does. Linda thought that this could be done but not in time enough for Grandparents' Day. It would be a better fit into a long term plan.

Liz has been targeting realtors for the event. Linda noted that she had sent information to St. Vincent's and Vitas who have indicated that they want to participate next year. Linda also reached out to Daniel Bean at Holland and Knight and Liz will follow up with them.

Since this event is free to the public, Liz feels that potential sponsors would readily come in to participate. Liz stated that the event would have an ElderSource table where people can make donations. Debbie suggested that for people who may not be able to make a donation at the event, when shopping on-line they might keep ElderSource in mind by visiting the websites of Amazon Smile and Cards for Causes for example. Those relationships should be revealed at the ElderSource table. Some of the other companies named as possible sponsors were the Apple Store at St. John's Town Center, Aveda where grandparents and kids can get their hair and makeup done. Debbie mentioned insurance companies and Liz has already been reaching out to them. Liz acknowledged that the Bailey Group has sponsored for \$1,000. Linda suggested coming down on the cost from PRI regarding the outdoor games such as ring toss, horse shoes and others. She will look into locating lower cost games.

Debbie has offered to assist with the Library's reading corner if needed. Liz states that PRI will provide the stumps, and hay bales that kids can sit on. The library will bring bookcases. The reading corner will provide books for age's toddlers to 10 years old and only a table and two chairs are needed for the corner. Liz will check on the possibility of staging items. She will make a list of activities for the volunteers such as greeters and people working with the games. Once the list is created she will notify board members. The YMCA will do intergenerational yoga, bringing mats and jumping ropes for participants.

Proposed Fund Raiser

Liz wants the group to consider this smaller event called "Hamilton Karaoke Night Throw Down" where people can sing their favorite song from the play Hamilton. The event will be held on the 10th of the month, the charge for the event will be \$10. There would be a category where the audience could vote for

their favorite singer for \$10 a vote. The person collecting the most money would be in the people's choice category. It would be judged by local professionals. WJCT is interested in co-hosting this fund raiser with FOE. Liz indicated that this would be a fun and low cost event on October 10. WJCT would provide the venue and promote it and FOE would split the door proceeds with them. Liz projects at minimum a profit of \$2,250 and it could be more.

Gayle Ballard suggested a generic theme and each year do a different Broadway show. Liz stated that the only cost to FOE is a copy of the karaoke version of the show. Liz suggested that Team Black serve beer and wine and a signature cocktail for \$10. The board liked the idea and agreed to go with this proposed fund raiser.

Hamburger Mary's Bingo

This event starts at 7:00 PM on Monday July 31 at 3333-1 Beach Blvd. Liz inquired if the "square" would be available for the credit card users. Linda will check with JaLynne. Prizes for the evening include two cookbooks, gift certificate for a cooking class, two \$25 gift certificates to Town Restaurant and 29 South Restaurant, Southern Women's Show tickets and Martini glasses.

Liz will send out the flyer listing the activities for Grandparents Day and by next week Liz will have PR's list of activities as to what they will be doing. Kathy reminded the group to watch their emails, social media and to ensure that their calendars are marked for September 10 Grandparents Day.

The next committee meeting is scheduled for August 18 at 8:30 AM which will be the last meeting prior to the Grandparents' Day event.

The Secretary position has been accepted by Danielle McGrath. The Treasurer position is still open. Linda will send out a copy of the officers' position descriptions to the board.

There was no further business for discussion and the meeting was adjourned.

Meeting Adjourned at 12:50 PM
Minutes prepared by Sherry Holmes

Approved by: _____

Date: _____

**FRIENDS OF ELDERSOURCE
COMMITTEE MEETING
10688 Old St Augustine Rd
Friday August 18, 2017
8:30 AM**

Present

Kathy Jones, President
Danielle McGrath

Staff

Alex McClain
Andrea Spencer
Linda Levin
Sherry Holmes
Liz Morgan-Guest

Meeting Called to Order

The meeting was called to order at 8:46 AM by Kathy Jones.

Celebrity Server Night Part II

A meeting was held with Peter Ghiloni at Swisher International on yesterday to get ideas about fund raising. He states it's all about relationships. Peter was asked to challenge fellow CEO's for a new event that Friends of ElderSource (FOE) will be hosting, "Celebrity Server Night Part II". Peter suggested two dates for this event Monday November 13 or Tuesday November 14. Liz Morgan will look for a beach location because Peter likes that locale. Some possible locations that the committee talked about were TacoLu, Eleven South and Medure Restaurants. There were several names mentioned as possible celebrity servers. Liz and Kathy will draft an email for soliciting CEO's and other public figures in the community to participate in the event.

Grandparents Day

Kathy Jones announced that she has 13 volunteers lined up for Grandparent's Day. Danielle is able to get several High School students to participate in the event.

Andrea Spencer is working on a story, either a foster parent raising grandchildren or a grandparent raising grandchildren story for the media. There are several media outlets that she is reaching out to. She is also looking for advertisers for the event.

We are in need of more performers. Committee members will contact Liz or Andrea with additional information regarding prospective performers.

We currently have:

- Streets blocked off
- Food Trucks committed
- Tables (picnic, high boys) for dining
- Games: soccer, life size checker board, Jenga
- A stage which is the front porch of the building structure
- Mermaid Coral Beth
- YMCA (Arts/Crafts)

- Brooks Trail Mix Station (Scoop up and place in bag-Danielle)
- Library Reading Corner
- Leap Training (Caregiving Training)
- Face Painting
- Lemonade Stand
- Boys and Girls Club Performance
- Baton Performance Group

More Ideas:

- Seniors Line Dancing (Gloria)
- Sheriff's Department (Bike registration/Finger Printing)
- Sassy Tappers
- Ms. Senior Jacksonville
- High School Chorus
- DJ

Time Frames/Locations – will be designated as the performing groups are confirmed for the event.

Liz told the group that we have an opportunity to use street space when there is not enough room on the stage attached to the structure.

There are 100 Parking Spaces available with this venue located behind the church.

Volunteers

- Check in at MaRCy location.
- Water given to volunteers as they check in.
- Red scarves for key volunteers who know all the details of the event (12).
- Walkie Talkies will be available (4).
- Counters for capturing the number of people attending the event.
- Email addresses needed on volunteers.

Actions to Be Done

- Liz to schedule time frames for performances.
- Utilize street space when not enough room on stage attached to structure.
- Andrea Spencer – Contact WJCT, Care Giver Coalition, Jim Byard and E.J.
- Kathy Jones – Contact Ken Amaro (PSA), Nikki Kimbleton (Celebrity Reader).
- Alex McClain – Send Email Blast to Library, Check on picture frames
- Danielle McGrath suggested handing out the “Grandparent Day” flyer at “Girls Day Out” event at the Hyatt Regency downtown on Saturday 8/26/17.
- Liz to follow up with Jaguar Foundation /T.J. Street very interested in event.
- Liz will be working on mascots for: Jaguars and Jumbo Shrimp.
- Shark’s football game night before/advertise our event on their board.
- Develop a strategic way of capturing the numbers for the participants coming in through the gates.

- WJCT to air the event the week of.
- Liz will check on giveaways for Jaguar tickets and “Y” membership.
- Liz has a “ask” in to Tracy Gaffney at Channel 4.
- Liz will ask John Phillips to use his large boom box for outside.
- Ken Amaro-Committee members are suggesting that Ken Amaro do a Foster Grandparent story.

A meeting is scheduled for an on-site visit at Old St. Andrews Episcopal Church, Tuesday August 29 at 12:00 PM. The committee will do a walkthrough. Liz will send out the address to the committee for this location.

Hamilton Event 10/10/17 at 7:10-10:10 PM

This fund raising event is planned to take place on October 10 at 7:10 PM. The entry fee is \$10 per person. Participants singing their favorite song from the play Hamilton would pay \$10 per person and are allowed five minutes to perform a song. The audience would pay \$10 to vote for their favorite singer. This would be judged by local professionals.

Liz will ask John Phillips about co-sponsoring and emceeding the event. She will follow up with Karen Feagins at WJCT to see if they are still interested in partnering with us. We will use their space if they agree and they will promote the event free of charge. The committee members suggested getting this information to La Villa School of the Arts, Douglas Anderson School of the Arts and Players by the Sea to mention a few performing groups.

Focus Group

Liz will put together a group, a cross section of people to get their opinion on ElderSource events. What would work for them to come to/and or sponsor our event (s).

There was a lot of discussion on what to do first: getting the ideas of the focus group prior to brainstorming with the committee or have ideas from the committee to present to the focus group. It was decided that the focus group would be formed first. Liz will select participants and schedule a date for the focus group to meet. Danielle suggested reaching out to Marion Anderson, Executive Director of Community Health at Brooks, with her wealth of experience, to be a part of this focus group. It was suggested to have only 4-6 people in the group. Liz will ask Nikki Kimbleton to participate as she has been to many events and to several of our events.

Linda will work with Sherry Holmes on Doodle dates for planning and brainstorming about the A Night with the Stars (ANWTS) event. A meeting will be scheduled and calling in is not an option. Pizza will be provided by Linda.

Meeting Adjourned at 9:47 AM
Minutes prepared by Sherry Holmes

Approved by: _____

Date: _____

Friends of ElderSource
Statement of Financial Position/Balance Sheet
August 31, 2017

	Balance as of August 2017	Balance as of July 2017	Balance as of December 2016
ASSETS			
Cash and Equivalents	\$48,341.49	\$53,279.18	\$11,239.80
Programs Receivable	0.00	0.00	970.40
Prepaid Expenses	3,540.26	1,405.84	393.31
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Total Current Assets	51,881.75	54,685.02	12,603.51
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TOTAL ASSETS	\$51,881.75	\$54,685.02	\$12,603.51
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LIABILITIES AND FUND BALANCES			
Accounts Payable	(2,965.00)	\$40.59	\$545.00
Deferred Revenue	9,050.00	9,050.00	2,750.00
Othe Payable	438.00	463.24	
Intercompany Payables	15,705.31	13,279.56	4,587.93
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Total Liabilities	22,228.31	22,833.39	7,882.93
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Fund Balance (unrestricted)	4,720.58	4,720.58	(731.75)
Net Margin - Current Year	24,932.86	27,131.05	5,452.33
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Total Net Fund Balance	29,653.44	31,851.63	4,720.58
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TOTAL LIAB. AND FUND BALANCES	\$51,881.75	\$54,685.02	\$12,603.51
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Friends of ElderSource
Statement of Activities/Net Margin Report
August 31, 2017

	2017 Budget	YTD Total	Remaining Budget	% of Budget	Highlights
Fundraisers					
Night with The Stars	56,000.00	42,340.00	13,660.00	76%	
Grandparents Day	15,000.00	0.00	15,000.00	0%	
Amazon Smile		19.48	(19.48)		
Other Fundraisers	10,000.00	8,511.52	1,488.48	85%	
Contributions					
Individual/Board	5,000.00	5,717.36	(717.36)	114%	
Total Revenues	86,000.00	56,588.36	29,411.64	66%	
Direct Expenses					
Night with The Stars	34,000.00	18,098.15	15,901.85	53%	
Grandparents Day	4,000.00	25.00	3,975.00	1%	
Other Fundraising Expenses		237.00	(237.00)		
Total Direct Expenses	38,000.00	18,360.15	19,639.85		
Gross Margin	48,000.00	38,228.21	9,771.79	80%	
Operating Expenses					
Salaries	23,924.50	15,551.98	8,372.52	65%	
Employee Benefits	1,728.47	784.10	944.37	45%	
Payroll Taxes	2,202.03	1,362.91	839.12	62%	
Other Employee Expenses	152.40	433.44	(281.04)	284%	Unanticipated increase in PEO fees
Travel & Conferences	500.00	107.13	392.87	21%	
Office Supplies	500.00	205.40	294.60	41%	
Printing & Supplies	500.00	93.05	406.95	19%	
Postage & Shipping	500.00	44.36	455.64	9%	
Outreach & Marketing	250.00	0.00	250.00	0%	
Dues & Subscriptions	1,800.00	2,082.38	(282.38)	116%	Late Q4 2016 billing from Blackbaud
Property & Liability Insurance	1,000.00	684.45	315.55	68%	
Merchant Fees	1,000.00	686.15	313.85	69%	
Consulting Fees Event Planner	27,540.00	16,260.00	11,280.00	59%	
Total Operating Expenses	61,597.40	38,295.35	23,302.05	62%	
Net Operating Margin	(13,597.40)	(67.14)	(13,530.26)	0%	
Plus: Transfers In	25,000.00	25,000.00	0.00	100%	
Net Margin	11,402.60	24,932.86	(13,530.26)	219%	

**Friends of Eldersource
2018 Draft Budget
Full Budget**

	FOE 2018 Budget	FOE 2017 Proj Actual	Change \$\$	Change %	NOTES
Program Revenue					
Night with The Stars	42,300.00	42,340.00	(40.00)	0%	
Grandparents Day	6,300.00	6,300.00	-	0%	
Amazon Smile		48.50	(48.50)	-100%	
Other Fundraisers	8,500.00	8,482.50	17.50	0%	
Contributions	5,700.00	5,717.36	(17.36)	0%	
Total Program Revenues	62,800.00	62,888.36	(88.36)	(0.00)	
Direct Expenses					
Night with The Stars	18,100.00	18,098.15	1.85	0%	
Grandparents Day	1,705.00	1,705.00	-	0%	
Other Fundraising Expenses	237.00	237.00	-	0%	
Total Direct Expenses	20,042.00	20,040.15	1.85	0.00	
Gross Margin	42,758.00	42,848.21	(90.21)	0%	
Operating Expenses					
Salaries	27,321.75	24,219.51	3,102.24	13%	
Employee Benefits	1,349.00	1,219.51	129.49	11%	
Payroll Taxes	2,483.66	2,062.71	420.95	20%	
PEO Fees	633.37	680.52	(47.15)	-7%	
Travel & Conferences	175.00	167.13	7.87	5%	
Office Supplies	200.00	205.40	(5.40)	-3%	
Printing & Supplies	175.00	153.05	21.95	14%	
Postage & Shipping	100.00	87.36	12.64	14%	
Outreach & Marketing			-	#DIV/0!	
Dues & Subscriptions	1,875.00	2,082.38	(207.38)	-10%	
Consulting & Professional Fees	28,505.00	28,220.00	285.00	1%	
Bank Fees	1,000.00	848.22	151.78	18%	
Taxes & Licenses			-	#DIV/0!	
Property & Liability Insurance	1,000.00	946.77	53.23	6%	
Total Operating Expenses	64,817.78	60,892.56	2,459.73	6%	
Net Operating Margin	(22,059.78)	(18,044.35)	(4,015.43)	22%	
Plus: Transfers In	25,000.00	25,000.00			2018 - Transfer in TBD by Parent Board
Total Net Margin	2,940.22	6,955.65			