

Hillsdale Community Foundation
Regular Board Meeting
February 22, 2021
Zoom conference call

Directors Present: Anne Prescott (chair), Amy Houchen (vice-chair), Eamon Molloy (secretary), Dick Hausken (treasurer), Dave Hawkins

Directors absent: Lara Jones, Spencer French

Directors Emeritii present: Michael Reunert, Rick Seifert

Guest: Jennifer Bonas

Meeting called to order at 7:05 pm

Board Director interest

Guest Jennifer Bonas is interested in becoming a board director. Jennifer introduced herself and related her background. Dave made a motion to elect Jennifer to the board, Amy seconded. Jennifer was unanimously elected.

Financial Report

Not much activity, \$42,230 in bank, \$22,850 restricted to Hillsdale Farmers Market. Dick will meet with the market to transfer funds and develop reporting requirements to HCF.

Webmaster Vote

Dave was not formally elected to the position at the last meeting. Amy nominated Dave with Jennifer seconding. Dave was elected unanimously.

Marketing Plan

Dave outlined the steps in the marketing plan process. 4

Preliminary HCF goals: Make Hillsdale friendlier, more accessible, and inclusive.

Marketing goals: increase awareness in community values, identify projects community cares about, increase donations to HCF to fund improvements, recruit volunteers and develop more community leaders.

Target Audience: 4,500 households, 8,000 residents in Hillsdale boundaries.

Strategy: organize and promote events, use volunteer labor, partner with local businesses (sponsorships) as part of fundraising campaign.

Tactics: use website, email, social media, other media to increase visibility of activities.

Budget: \$10,000 estimated

Timing: depending on activity, monthly, seasonally, and annual commitments

Dave pointed out that people can be asked only a few times a year so HCF must be strategic how, when and for what activity the community is asked for donations of money and labor. Neighborhood House has asked HCF to again help with a fundraising activity. The COVID response last year showed that a focused campaign can be very successful in raising funds. Question raised, do we want to do another campaign like COVID response? Another question raised about the book sale, what do we do? Book sale moved to next meeting.

Solar Update

Webinar scheduled for March 11, 2021.

Community Beautification/Cleaning

Todd McDonald has been purchasing graffiti removal kits. Rick Seifert has purchased two kits (stored at Dick's house) and Basics has two kits.

One of the Avenue banners is torn. Amy will call Mike Roach and he will contact Elmer's for repair or removal.

The planters are looking faded and worn. Amy will investigate painting options.

Amy moved to end the meeting. Dave seconded. The meeting ended at 8:45pm.

Next meeting March 22, 2021 7:00pm