**Catholic Charities Board of Advisors Minutes**

**September 20, 2016 --- 6:00-8:00**

**St. Boniface, Evansville**

**Board Members present:**  Janet Fischer, Nancy Kirkpatrick, Ed Knust, Judy Kropfl, Ann Lampkins, Sr. Jane McConnell, Nancy Oskins, Dan Ritter, Michael Vogel, and Gerald Weber

**Excused:** Fr. John Boeglin, Sandra Chaparro, Lisa Ice-Jones, Cyndi Pepper, Fr. Ed Schnur

**Staff present:** Sharon Burns, Director

President Janet Fischer called the meeting to order, followed by the opening prayer given by Ed Knust. Minutes of the July 19, 2016 meeting were reviewed; Dan Ritter made a motion to approve the minutes, and Judy Kropfl seconded it.

**President’s Report:** President Janet Fischer introduced **Ellen Browning**, of “Ellen Browning Design” who spoke to the Board about a Marketing Plan Proposal. She discussed the importance of building awareness of Catholic Charities, letting more people know who we are and what we do. She added that a branding/marketing plan will energize the focus of everyone involved, pulling all together on the same page. Ellen outlined the five phases her group would implement to get the plan off the ground:

1. Discovery: gathering information, looking at successes

2. Design: strategies discussed based on needs

3. Develop: tactical work, key messages formulated

4. Deploy: launching the brand both internally and externally, creating beginning awareness

5. Discipline: project/account management; review and evaluate

A discussion followed concerning how a non-profit organization like Catholic Charities could use money to pay for such a marketing plan.

President Janet Fischer then presented the Gibson County United Way Agency Agreement to the Board. A motion to accept the agreement was made and all were in favor of approving the agreement.

The President then asked for Board volunteers to serve on two Ad Hoc committees along with two members of staff, and two from the community:

Social Enterprise Committee volunteers are Mike Vogel and Judy Kropfl

Building Ad Hoc Committee volunteers are Nancy Oskins and Dan Ritter

**Director’s Report:** Sharon updated the Board on personnel matters, stating she has posted the positions of Immigration Legal Services, a bi-lingual paralegal, and a Licensed Clinical Social Worker (LCSW). In her report on the Diocesan Capital Campaign Sharon told the Board that we have been allotted $3 million dollars with $2.2 million going towards our Social Enterprise and the building; the remaining $800,000 will be placed in an endowment.

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**Committee Reports:**

**Marketing/PR:** Nancy Kirkpatrick reported her committee has been busy listing all the bulletin advertisers of the Diocese into a spread sheet. This information will be used to contact potential donors for future events.

**Finance:** Mike Vogel reported that the auditing recommendations included some adjustments and reclassifications. It was stated that there are material weaknesses and significant deficiencies. Mike explained that an organization of our size would naturally have these recommendations and that our checks and balances cover the needed adjustments.

**Governance:** No report given.

**Nominations:** An information packet has been given to each potential nominee; a personal contact has also been made. Two names have been mentioned to fill places on the Board: James Thyen and Kathryn Todd. Their biographical sketches were in the meeting packet or sent by email in advance of the meeting. All biographical sketches of nominated individuals will be sent to the Board for review before the November 15 meeting, when a vote will be taken.

**Development:** Judy Kropfl related more details of the 80th Anniversary Celebration, focusing mostly on the music options. The previously discussed Duke Boys would cost $3,000; another group called Retro Shock would cost $600. A group of Board members will go to Hoosier’s Lounge in the coming week to listen to Retro Shock. They will share their findings at the November Board meeting. All other arrangements for the celebration are as previously reported.

**UPCOMING DATES:**

**Tues., November 15, 2016 --** NEXT BOARD MEETING – Catholic Charities – 6:00 p.m. Central time, dinner at 5:30p.m. Central time.

Judy Kropfl closed the meeting with prayer.

Respectfully submitted,

Ann Lampkins

Secretary