

Personal Essentials Pantry Agenda: February 25, 2012

Members:	Present	Absent
Christine Thompson, Executive Director	✓	
Muhammad Abdullah		✓
Carol Cass	✓	
John Egleston	✓	
Faith Markle	✓	
Sue Marks	✓	
Mike Rolfsmeyer	✓	
Meeting Time: Set for 2:00; expected duration 90 minutes		Begin: 2:05 pm
1. Appoint secretary for meeting Appoint timekeeper for meeting		sec'y: John Egleston timekeeper: Sue Marks
2. Approve Agenda Additional agenda items: Insert "Information Technology Report," Mike Rolfsmeyer, after Agenda Item 5. Items 3, 4, and 5 (Minutes, Financial Reports, and Demographic Reports) are normally budgeted for only 5 minutes each; however, in light of having new Directors on the Board, increased time was made available for discussion and clarification.		Moved: ✓ Second: ✓ Appr'd ✓
3. Approve Minutes of Last Meeting <i>Attachment for meeting: Minutes: December 20, 2011</i> Issues and Questions: Clarification was requested on Thompson's report of the progress on incorporation - "check clearing?" She indicated that as of the date of the minutes, we had only received confirmation that the check had cleared. On December 22, we received verification of the fact that PEPartnership, Inc.'s Articles of Incorporation had been received, approved, registered and filed effective December 15, 2011.		Moved: ✓ Second: ✓ Appr'd ✓
4. Info item: Financial reports <i>Attachments for meeting:</i> <i>Current Spending vs. Budget: Grants & Designated- December 2011, January 2012</i> <i>Current Spending vs. Budget: In-Kind Donations - December 2011, January 2012</i> Issues and Questions: <ul style="list-style-type: none"> • A revised report for December Designated Funds & Grants was provided, as the original report showed a negative salary for Thompson; it had been entered as a deposit, not a payment. No other changes. • A question was asked about reporting on individual grants. Thompson explained that her usual practice is to report the total spending and income across all grants, rather than on a grant-by-grant basis, and that the initial deposit from a grant would show up only once, as the grant was received and the monies paid into the checking account. Thompson suggested, and the Board concurred, that it would be helpful to have at least end-of-grant reports, along with the initial budget submitted for the grant. Thompson will distribute EOG reports for the ELCA, MCF, and RFUMC grants, along with their proposed budgets, before the next meeting. 		

- A question was asked about the breakdown shown for Sponsorship. Thompson explained that, in an effort to “reward” more generous sponsors, we have four levels of sponsorship: Community (\$50-\$99 annually), Sustaining (\$100-\$249), Leadership (\$250-\$999) and Legacy (\$1,000+). While donors at the upper levels are wonderful, it’s actually much more sustainable in the long term to have many, many donors at the lower levels. With lots of small donors, the loss of one or two isn’t too dramatic; if we have only a few large donors, the loss of even one is pretty dramatic. We have, for instance, lost one donor who was fairly consistent in giving \$100-\$300 per month; as far as I can tell, it’s not that we displeased her, but simply that her life has changed enough that she’s drawn in other directions now.
- We’re still waiting on the bill for the attorney’s services; best estimate is that it’ll be about \$350, or two hours’ of consultation.
- We also need to begin asking for donations to assist with the filing fee for the IRS 501(c) (3) application; as of 2/29/12, the rate for an organization with our financial activity is set at \$750 (the cut-off between \$300 and \$750 is \$10,000, which we are indeed over). Thompson will post such a request on the website and on our Facebook page, with a suggestion that we’d like to be able to file on Tax Day, April 17.

5. **Info Item: Demographic Reports**
Fulfillment Studies, Chronological Summative Report

Per reports:

PEP Fulfillment Study: December 2011, January 2012

PEP Summative Household & Registration Data (ongoing summation of data)

The surprising data in this report are that in both December and January, our “Active” households fell significantly; unless I’ve searched the data incorrectly in some fashion, Active households now represent only 32% or so of the total households, a 20-point drop from November 2011 and earlier. I have no idea as to why this might be.

Issues and Questions:

- In response to questions, Thompson explained the prioritization of product acquisition relative to our limited budgets. We place highest priority on laundry soap, dish soap, diapers, diaper rash ointment, and toilet paper, with shampoo, deodorant, and soap as the next highest cluster. Our goal, of course, is to have enough resources to at least meet the current level of demand.
- Thompson and Rolfsmeyer also provided some explanation of the relationships between the various columns on the fulfillment studies (PEP Report 014). In Stock versus Total Eligible gives us an estimate of how far we still have to go before we’re meeting the normalized demand; Requested versus In Stock gives us an idea of how accurate our lifespan definition is for each product; if the ratio is in the range of 85-95%, she feels that’s an indication that the product is indeed seen as a necessary product, but our lifespan definition is probably reasonably accurate.
- Markle asked for a clarification on an apparent discrepancy with Requested versus In Stock toilet paper figures in January. Unclear just what lies behind the discrepancy: could be a larger than usual slippage in reporting back that the product had gone out of stock, could be stock coming in after orders had been filled and distributed, or could be a case where guests used an X or ✓ to request toilet paper, and the picker/filler followed SOP and provided just one roll (which is especially apt to be the case if we were low on stock).
- Rolfsmeyer noted that the reports show numbers to be steady across all agencies in the Alliance, but a decrease in our own Pantry’s numbers, indicating that the Alliance is succeeding as hoped in spreading the load across more agencies. He also noted, however, that we are not receiving full data from Salvation Army, due to the logistics problems they’re facing (inadequate off-service time for their Coordinator, inadequate computer equipment). Thompson and Rolfsmeyer hope to be able to generate some solution strategies for Salvation Army’s consideration, and bring that Pantry into fuller compliance with the PEPartnership Alliance policies.
- Thompson highlighted the decrease noted in the agenda for this item, that the Active:Total Households had decreased significantly in December and January, although

the reason for that decrease was unclear. Markle pointed out that over time this percentage would be expected to decrease (although Thompson notes in compiling these minutes that in actuality a major reason for the percentage staying steady as long as it has is that we've been gaining new households faster than households have been going inactive). Suggestion was made and approved that we inactivate households (though not delete them from the database) after three years of inactivity, and start looking at Active:Total in terms of Active as having had activity within the past 18 months while Total is defined as households active within the past three years. Rolfsmeyer will be incorporating this new definition into PEPbase 3.0; Thompson will annotate the summation reports and other places where this number is cited with a note as to the change in the definition.

6. **Information Technology Report (Rolfsmeyer)**

As this was a new agenda item added as part of Item 2, no formal report had been prepared; Rolfsmeyer reported verbally on recent developments.

- A new laptop has been purchased (from Mary Craney, Zion congregation member) for use as the Host machine. (Thompson noted that in addition to the newer operating system and faster clock speed of the laptop, its smaller footprint will reduce the barrier between Host and guests as they register.)
- Rolfsmeyer is revising the PEPbase software to a new version, 3.0 (current version is 2.9), with a very different user interface. For at least the next short while (3-6 months?), current PEPbase users will be able to choose at will between using PEP2 and PEP3, but no further support will be provided to PEP2 version. Interested Directors can check it out at <http://pepartnership.net/PEP3>; user name is "test," and password is "test." Comments and questions are welcome; send via email to rolfs@hotmail.com.
- Marks asked about the "carbon footprint" for the new laptop, and energy policies in general. Thompson and Rolfsmeyer agreed that the new laptop, just by virtue of the fact that it's smaller, will probably use less energy. Pantry policy has been to leave the computers on so that anti-virus and healthcheck software can run overnight; all computers are set up to "sleep" after a given period of inactivity, however, which will reduce power consumption. The printer can and should be turned off each night; Thompson will endeavor to get that into her habits and into written Pantry procedures. The coffee maker is kept on, due to the lengthy time to get it sufficiently hot for brewing coffee. Thompson does pay attention to lights around the building, and to inside doors that are to be closed during the heating season (Fireside to nave, doors from front hall to Fireside and to nave, doors into Meditation Room).

7. **Incorporation of PEPartnership, Inc.**

- **Review of Current Status:**

ByLaws reviewed by Sam Wayne; comments per attached.

As noted in the agenda, the major issue remaining was fine-tuning the President/Chairperson/Executive Director, and other clauses in Article 5.2 and 5.3.

Because we were adapting our ByLaws from two different sources, one with an Executive Director and one without, and that used different language for the "main" officer, our language is still a little confused.

- ◆ In response to Wayne's question on whether our intent was to have 8 or 9 Directors, consensus was to modify Article 5.2.3 to state that the Executive Director serves as a Director on the Board, with voice but no vote.
- ◆ Article 5.2.4 was revised to shorten the advance notice required for special meetings from 10 days to 3 days.
- ◆ In response to Wayne's observation that, as written, ratification of action could be accomplished by "a majority of the majority," which could be as little as three votes, Article 5.3.1 was changed to set the quorum for valid meetings as five (5) Directors, excluding the Executive Director as one of those five, with Article 5.3.3 requiring affirmation of five (5) Directors for ratification of actions.
- ◆ Thompson brought forward the question from Wayne as to

President/Chairperson/Executive Director. This led to discussion of the roles of Officers more generally. There was general agreement that "President" felt like too weighty a title; assuming that we are not legally required to have a "President," but only to have an individual whose responsibilities are those generally assigned to "President," the decision was to name that office "Chair." Marks is essentially serving as Treasurer, and was confirmed by unanimous vote in that role. Egleston was similarly confirmed as Secretary, and Cass as Chair.

- **Application for IRS Recognition of 501(c)(3) status**

Although Wayne's input on Form 2012 was invited, his response was that he does not feel that he has sufficient expertise to do so. He recommended a possible alternate, but the cost would have been \$850 or more. Thompson consulted with Kate Kemper and with the IRS, and was able to determine that we actually have sufficient capacity to handle this application in house. The biggest question was whether we would be seen as "assuming" the Pantry's operation from another organization; the IRS determination was that, since the Pantry represents far, far less than 25% of Zion's budget, and is a non-profit in and of itself, we are a new organization, and can apply as such.

Print and electronic copies were provided of pages 1-12 of the form as currently completed. As noted in the current draft, there are a number of attachments that will need to be compiled and sent in with IRS Form 1023:

- ◆ narrative describing the corporation's activities and structure,
- ◆ conflict of interest policy,
- ◆ description of benefits to guests and allied/affiliated organizations
- ◆ description of fund-raising programs
- ◆ intellectual property: description of PEPbase software, other PEP-developed software: who owns, under what terms, etc. (All PEP software has been intentionally developed as open source, public domain software, so no there should difficulties
- ◆ financial data: projections for next three years

In addition to these items, Thompson will need to update the listing of Directors to reflect full slate, including addresses.

As a side-product of this update, Thompson will also be preparing and distributing a roster of the Directors, including name, address, email, phone for use by Directors in their communication.

8. **Filling out the Board: discussion of recruiting two other members**

Our ByLaws, as approved by the PEP Board at its final Board meeting in December, call for eight members on the Board of Directors, with the Executive Director serving as a ninth Board member with voice but no vote, except in the case of ties. Given that we currently have six Board members, it's obvious that we need to look at recruiting two more. What ideas do we have for where and how to recruit? What particular perspective or traits are we looking for in these final two Board members?

Due to time constraints, this item was omitted from discussion at the meeting.

Update 2/29/2012:

Peter Luisi-Mills contacted Thompson on Monday, 2/27, to offer to increase his hours from 2:00-6:00pm on the 1st and 3rd Thursdays of each month to 11:00am-6:00pm, an offer which Thompson immediately accepted. Although not specifically authorized to do so, since there had been no discussion on this item, Thompson invited Luisi-Mills to a position on the Board (he had served as the Bread of Life representative for a year or so on the former Advisory Board), which invitation was accepted. Thompson has since polled the Board members for their approval; as of this date, Rolfsmeyer, Egleston, and Marks have definitely approved; Markle raised some questions but has approved; votes by Cass and Adbullah are still pending.

Thompson has also asked for approval of the Board to approach the Urban League of Madison and invite them to nominate a staff member to serve on the Board. As of this date, Rolfsmeyer, Egleston, and Marks have definitely approved; Markle raised some questions but

has approved; votes by Cass and Adbullah are still pending.

9. Budget for 2012

Thompson presented an “ideal” budget, developed from the current demand and staffing costs. She noted her pleasure that this ideal budget has actually decreased from initial calculations back in 2009, and is now under \$100,000, even with adding Rolfsmeyer’s consulting fees. Nonetheless, as she indicated, our projected income still falls far short of the monies needed to meet our current service demands.

Thompson also noted in her comments on the budget that, for the sake of clarity, some of the costs listed under Support Supplies need to be moved up to Guest Supplies, to better reflect their necessity within the guest service activities. Thompson will be distributing to the Board a budget revision reflecting this within the next week to ten days.

Possible increases in product supply donations were noted: United Way is waiting for word on a proposal they submitted for a “diaper pipeline,” and the Salvation Army is working on diaper donation barrels at the Madison YMCAs.

In the short term, we also have the Leaves for Lent program at Zion, and Lake Edge Lutheran’s third (fourth?) annual “Kids Helping Kids” Lent donation drive.

Once we have 501(c)(3) status, we will also be to apply for many more grants; right now, we’re shut out completely of many agencies’ grant-making processes, since our EIN is not on the IRS list of approved non-profit agencies.

Salaries and consulting fees will, of course, be paid only as monies allow; product cost and support costs in terms of paper, toner, etc. will be met first, with product priority as indicated in Item #5.

Cass also brought a flyer from Bethel Lutheran, which is conducting a Personal Care Item Collection with a goal of 1,000 items donated each week through February, March, and April.

10. Update on D.Min. program

- Paper for *Church in the World Today* due March 1.
- All assignments, final paper for second elective (*Needful Things: Contemplative Practice in Pastoral Care*) in and graded; A- on final paper, A for the overall course.
- Final paper for *Culturally Attentive Pastoral Leadership* (course on racism, including societally-constructed racist policies and white privilege) due April 30.
- Third and final elective scheduled for June 4-8; course looks at using social media for communicating gospel and ministry.
Since the grade for this course is going to be based in part on the popularity of the blog and other social media pages that she sets up, Thompson requested that Directors assist her by following those sites and doing one or two comments per week over the time set by the professor for evaluation. Thompson will provide more specific information as the course gets closer; she will also be requesting colleagues and friends generally to assist in this way.

11. Review of Capacity-Building (deferred for now)

- ◆ **Improving financial resources**
- ◆ **Increasing community awareness**
- ◆ **Increasing community involvement**

12. Confirm Next Meeting Time

*Does Saturday work in general as a good day for folks?
If so, can we look to marking a given Saturday of each even-numbered month as our standard time?*

Meeting time not set; see Action Items below

Meeting Concluded:

Time: 4:15

Action Items	Who Timeline
<ul style="list-style-type: none"> • Confirm Next Meeting Time <i>Does Saturday work in general as a good day for folks? If so, can we look to marking a given Saturday of each even-numbered month as our standard time?</i> 	<p>All Directors, please respond to the email accompanying these minutes and asking for information on your schedule.</p>
<ul style="list-style-type: none"> • Set up a donation request on Facebook and website to solicit donations toward the \$750 filing fee for Form 1023, with goal of filing by Tax Day, 4/17/12. 	<p>Thompson - by 3/5/12</p>
<ul style="list-style-type: none"> • Revise Active/Total household calculations to reflect "Active" definition of activity within past 18 months, "Total" to include all active within past 36 months (3 years), and "[need term]" to include total household registrations across full history 	<p>Rolfsmeyer will update the coding for the reports; Thompson will annotate all Board, public reports to note effective date of changed calculation parameters - by 3/15/12</p>
<ul style="list-style-type: none"> • Check out new PEP3 to provide broader feedback to Rolfsmeyer. URL: http://pepartnership.net/PEP3 username test: test password: test 	<p>All Directors, as time is available; the more feedback Mike gets, the better the system will be.</p>
<ul style="list-style-type: none"> • Revise ByLaws in accord with Board wishes, send to Sam Wayne for review. 	<p>Thompson; done</p>
<ul style="list-style-type: none"> • Proof and correct IRS Form 1023, including correcting addresses for Marks and Rolfsmeyer, and adding information for Egleston and Cass, Luisi-Mills if approved by Board, Urban League representative if confirmed. 	<p>Thompson - by 3/10/12</p>
<ul style="list-style-type: none"> • Compile attachments for IRS Form 1023 	<p>Thompson - by 3/10/12</p>
<ul style="list-style-type: none"> • Revise planning budget for 2012 (and extend to show 2013 and 2014 for use with IRS Form 1023), grouping all direct service expenses as Guest Service Expenses; distribute to Board 	<p>Thompson - by 3/5/12</p>