

PEPartnership Board Meeting notes 10/18/14

Present: Christine, Carol, Mike, John, Peter; Ginny arrived 10:02; **Absent:** Cassie, Karen, Faith

1. **Appoint secretary** - John, **timekeeper** - Pete +
2. **Approve agenda** - done
3. **Approve minutes** - Mike: URL correction for reporting
4. **Info item: Financial reports** - None to review. Discussion of Board access to donor data - currently none, Christine and Mike hold admin view-all permissions. Could be restricted to fund drives. Full browse access could be granted to those actively working on fundraising. Agreed to propose need-to-know threshold; Christine will email for vote or review when Ginny arrives. Ginny approved, Christine will send out directions and information.
5. **Info item: Demographics** - Slight increase in new registrations - becoming better known or economy changing? NY's data needs review due to invalid entries and totals on a demographic report. No difficulties reported by NY, with 54 households registered at that point. Only support needed so far was adding a second-level coordinator who can add shelters. Mike will review data and Christine will look carefully next time.
6. **Info item: IT** -
 - a. Mike applied Google Analytics to the donor page and PEPbase demo, and can grant access to any Board member who wants it.
 - b. Bratfest volunteering pays \$8/hour but info is stale since last year, but contact info is posted. Carol: You get a choice of jobs when you sign up. All expressed interest in working a shift or two. Early Thursday and Friday are take-your-brat-to-work days, prior to Memorial Day weekend.
 - c. Mike noticed the RV Site Builder upgrade isn't working out well. Christine has been looking at Joomla, will get together with Mike to look at a template.
 - d. Buffalo has been doing fine with PEPbase with Skype orientation and a few job aids.
 - e. Pat's orientation for Stoughton brought home that more needs to be written by Christine about the Alliance to create institutional memory, as Stoughton has turned over board members.
 - f. Periodic conversations continue with Grace Episcopal through Loraine (it could save them money) and MOM (despite shotgun approach in acquisition and distribution). Written case studies could help others and be posted.
 - g. Mike added "Other" product - individual to that person, not a suggestion box - needs a caption and method of capture. Mike will work that out with Christine and Christine will continue to refine the training and documentation for Alliance pantries.

7. **Board issues for 2014 and 2015**

- a. Ginny and Karen have expressed interest in fundraising.
 - b. Mike will take point on Bratfest.
 - c. Pete would like to help build institutional memory with documentation.
 - d. Carol could post to the Facebook page a couple of times a week; Christine could pass happenings via Melissa. Pantry Trivia: guest numbers, newborn diapering, cloth diapering...
 - e. John's beginning to volunteer at GNPEP.
 - f. Christine checked in with Baby Shower and could follow up for potential year-round partnership.
 - g. Mike and Pete could help with accounting data entry on an office PC.
 - h. Christine wants to restart worship services on Thursday in coordination with Pastor Buck.
 - i. Any hospitality effort would need someone doing dishes as shift ends. Fireside is missed - and may be more so in cold weather - but efficiencies have lowered waiting.
 - j. The Ignite presentation at Madison Non-profit Day was videoed and available.
 - k. Ginny could chat with a friend who's directed development at several growing non-profits.
 - l. Karen is attending United Way's board training on Nov. 8 and will pass along info. Pete and John know of "ministry partnership development" (MPD) training available within InterVarsity, not sure how applicable.
 - m. Ginny suggested announcing need for data entry in Plymouth's newsletter.
8. **Next meeting** scheduled for Dec. 6.

From last meeting: Increasing Board participation beyond meetings - brainstorm list, then select

1. Cloth Diapering Program
 - a. Potential for collaboration (and future donations) with Baby Shower for Madison / Project Babies
 - b. WIC and other promotion awaits more staffing and funding
 - c. Cassie can train more people
2. Fundraising
 - a. volunteering at Bratfest for \$4/hour
 - b. celebrity cashiers choose a charity
 - c. talk with Tim Metcalfe
 - d. get in on ground floor of alternative Bratfest
3. Assistance with communication
 - a. via social media - Facebook page needs daily posts
 - b. Twitter? Can be fed to Facebook, Google+
 - c. print media and other
 - d. graphical facelift of website - must use sustainable tool (Joomla)
 - e. Plymouth volunteer may build PEP Plymouth site
 - f. Content maintenance is the challenge
 - g. Choose a mobile template for Joomla
 - h. Periodically promote brochure table that lists products by pantry
4. Training and support

- a. For new Alliance members
 - b. Adapt PowerPoint for general use for presentations – another for looping display
 - c. Social work intern? Seminarian intern currently with WFVFJ.
 - d. UW, Edgewood could be rich source for volunteers and interns.
 - e. Hospice offers ongoing eight-week training.
 - f. MATC has a pool of childcare.
5. Volunteer staffing and recruitment
- a. One new volunteer for Plymouth
 - b. Pursue relationship with schools and early literacy (Project Baby has an Early Literacy Community Outreach)
 - c. Office staff – bookkeeping, account invoicing – need a job description
 - d. Connect with Dane County Time Bank (with a different level of support for some demographics)
 - e. Post volunteer job descriptions on website to link from Facebook
 - f. Good Neighbors draws occasional volunteers from all 5 congregations so training and mentoring is perpetual
6. Establishing welcoming atmosphere
- a. Flow has been lower than the rush of 30 in Zion's Fireside (like a living room).
 - b. Lots more conversation happens between coordinator, staff, volunteers and guests now in the well-lit office due to more days per week and no early arrival.
 - c. Refreshments can take on a life of its own, with dishes to clean. Overflow space is available but not needed now.
 - d. Efficiency is high, visits are quick. Maybe six numbers are used on Sunday. New guest registrations are even quick. Choosing from personalized printed form, waiting while product is picked – very well served.
 - e. Mike's recording John's idea of checkbox for changed situation with regard to incontinence.
 - f. Bonding over product selection and service is a welcome change from most food pantries.