

ASM Board Meeting

May 2, 2019

Happen's Toy Lab

Attending: Directors Kristen Barker, Andres Contreras, Heather Zoller

Community Owners and ASM Staff Heather Sturgill, Susan Miller Stigler, Vince Tafolla, Phil Amadon

1. Initial Business

- Check-ins
- Approved April minutes as amended
- Approval of Agenda

2. Finance Committee

- We reimbursed Christopher DeAngelis for expenses. We have not yet paid Heather Sturgill but we plan to do so soon.
- The committee is working through some discrepancies in what Christopher is owed for his owner equity. Given that our records indicate that we may owe him more than he is requesting, we are going to pay the amount he is requesting and then look into whether there is more owed.
- The committee agrees that ASM should keep its expense to income ratio to 3 to 1, with a preference for a 5 to 1 ratio. It is currently too early to assess the capital campaign, which kicked off the previous Saturday (April 27th).
- We received a question at the kickoff about what form of giving we prefer. Andres notes that donations are fine (versus loans) because our income is currently so low that there are no tax implications. (If there was a very large donation, we would probably encourage that to come in the form of a loan).

3. NEST's Request for Qualifications (RFQ)

- The group agreed to divide up the sections of the RFQ.
 - Heather S. agreed to work on the rationale/statement of intent
 - Mary Jo will work on site and business plans
 - Kristen will work on the history of development projects and fundraising (with Andres)
 - Discussion of professional references
 - Heather Z. will work on the statement on conflicts of interests once we have a list of issues

4. Fundraising Committee

- Handout from Susan. Recap: the campaign goal is 1 million through loans, shares, upping shares, donations. We had raised more than 10% of the goal since January 1.
 - This includes \$101K in loans, \$1500 donations, \$1000 in upped shares, 2 new shares and \$750 from the campaign kickoff.
- Call nights: volunteers have made 60 calls. We need to continue to recruit callers.
- Susan reported on a conversation with the Hale Foundation. In addition, Carolyn Gutahar may have a connection with Cincinnati Children's Food Access program.

5. Volunteer Committee

- Discussion of having non-caller volunteers staff a table below the call night to increase information and visibility. Needs some handouts. For now, we are discontinuing Tuesday volunteer meetings at Happen.

6. Communication

- Need to develop scheduled posts including recurring reminders of call nights and other opportunities, updates on the campaign, and uplifting and informational pieces from newsletter.
- Discussion of adding Instagram. Need compelling pics (even selfies) and planning for a simplified FAQ through short videos (and also handouts).

7. For follow-up

- Continued work on board recruitment.
- Next board meeting June 6th.

Meeting Adjourned.