

**Casa de Esperanza
Meeting of the Board of Directors
November 18, 2009**

Minutes

Board members present: Athena Adkins, Yolanda Cotterall, Gloria Fressia, Rick Johnson (via phone), Miguel Ramos, Ruth Simmons, Karen Smith.

Staff members present: Patti Tototzintle, Amy Sánchez, Sue Saunders, Rosie Hidalgo, and Nancy Cicero.

The meeting was called to order and chaired by Athena Adkins.

I. Welcome and Introductions

Athena welcomed Rick Johnson to his first board meeting.

II. Agenda Review and Call for Any Conflict of Interest Declarations

No conflicts of interest declared.

III. Consent Items

A. Agenda Approval

B. Approval of September Minutes

Motion to approve the consent items made by Karen Smith and seconded by Yolanda Cotterall. Motion carried.

IV. Financial and Audit Update

Sue walked everyone through the financials for September, reflecting the end of the first quarter. Everything is pretty much within the budget plan. Cash flow is OK but a bit tight; Sue expects the year to be a tight year.

Sue expects the preliminary audit report by the end of November. The audit went well overall, and Sue expects a few items in the management report. The experience with the new auditing firm was good. The auditors will present the audit to the Finance Committee in December; all board members will be invited to attend that meeting.

V. FY10 Dashboard Indicators Review

Amy reviewed the indicators for the CEER. She commented on a few specific indicators:

- *Fund Development - Individual Donors.* We are down in this area. Amy indicated that our Fund Raiser, Stacy Opitz, resigned to return to the field of communications. Amy asked board members for names of candidates that would be assets to the organization. "Give to the Max" day was yesterday, and so far Casa de Esperanza has received approximately \$1,000. Amy will check on whether any of the donors are new donors. Funders covered the credit card fees for the event, and Athena suggested the possibility of finding a funder who would be willing to cover credit card fees for Casa de Esperanza during the coming year.
- *Fund Development - Foundation/Corporation \$ Secured.* Amy explained the two figures presented. \$532,380 represents the funds raised this year that must be

used in FY10. \$669,000 represents funds raised for this year that may be used in FY10 or in future years.

- *Fund Development – Special Events.* We are low in this area. Amy will keep the board informed about the plan for the special event in the spring. We will not be able to hold the event if we don't have a Fund Raiser on staff. Depending on the hiring date, we may be able to hold the event at a later date.
- *Remaining Indicators* – The rest of the indicators are on track. Amy is excited about the advisory councils that have been established for the policy and research areas. Three board members are serving on the policy advisory council: Karen, Diana, and Rick. Rusty is a member of the research advisory council.

Patti reviewed the CEO's indicators.

- *Programmatic Benchmarks.* Patti pointed out the revised target. This percentage is low for a few reasons: the first quarter is usually low; youth participation is lower in the summer when school is out; and some work was not done because the grant money had not been received.
- *National Board – Operating Plan.* The plan should be completed before the February board retreat and before the FY11 budget is created.

VI. Board Committee Updates

- *Board Development Committee.* Patti reported that the committee met in October and reviewed their direction for FY10 and the recruitment of national board members. The next committee meeting is in the beginning of December. Patti is consulting with other organizations about how they have worked with national boards. The committee will discuss the cost and operation of a national board and will present their considerations to the full board.
- *Marketing Committee.* Athena reported that they had a "virtual meeting," in which Eva Benavidez circulated materials and asked for feedback.

Amy reported on the October launch of the Hope Campaign. Verizon Wireless is the lead sponsor. The launch included additions to the Web site and the Pledge for Hope (which Amy hopes each board member will take and pass on to their friends), the launching of the video and audio psa's, and a conference call with media. The campaign was covered in 36 media outlets, and staff members have participated in a few radio interviews.

Amy also pointed out that—after research on usage in the USA and Latin America—we have decided to use *Latin@* to recognize the contributions of both women and men. We will use *Latina* or *Latinas* if a group is all women and *Latino* or *Latinos* if a group is all men. When we refer to mixed groups or unknown gender, we will use *Latin@*. We are writing a footnote to use in documents, explaining the use of "@"." Karen commented that we could get media coverage on this new policy.

- *Finance Committee.* Yolanda reported on a good meeting in November. They are creating the calendar for 2010 and reviewing some of the organization's finance policies. After receiving the audit from the auditors, the committee will bring the report to the full board.

- *Executive Committee.* Athena reported that Rosie Hidalgo, director of public policy, met with the group at their last meeting and they had a great conversation. One item of particular interest was that stories from participants in Family Advocacy have been very helpful to Rosie in her policy work.

VII. National Latin@ Network for Healthy Families and Communities

Amy distributed a document entitled, "Lobbying Activities." Rosie investigated the issue and reviewed it with Patti, Sue, and Amy. They have decided that Casa de Esperanza does not need to register with the IRS as a lobbying organization. As explained in the document, the primary reason is that we are not engaged in "substantial" legislative activity. On the contrary, our lobbying activities total approximately 10% of Rosie's time. Amy and Patti are confident in the decision and our due diligence.

Rosie Hidalgo joined the meeting via Skype.

Amy presented the National Latin@ Network for Healthy Families and Communities to inform the board on this new area of work. The current strategic plan calls for Casa de Esperanza to broaden the impact of its mission on a national level. We have been doing Technical Assistance (TA) since 2004 and have worked with organizations in all 50 states. Research and policy, which were specified in the strategic plan, were the missing elements. Those three components—TA, policy, and research—are the components of our new national network. Casa de Esperanza wants to be the "go to" organization nationally for issues related to Latin@ families and domestic violence.

We believe in the power of a network to communicate our message and approach and create change. Rosie commented that we need the combined voice to show our presence and represent Latin@ communities and communities of color.

The network will launch on December 3. Individuals and organizations can join on line. We are publicizing the launch and scheduling conference calls with Rosie and Julia Perilla (director of our research center at Georgia State University) to provide information to potential members.

Comments from the board and discussion included the following:

- We must continue to market Casa de Esperanza locally.
- Positioning is key. *Casa de Esperanza* must be visible and clear in materials related to the network and national work.
- We need a "coming out" party to announce what we're doing nationally—a press conference, bring in members of congressional delegation, perhaps a policy panel.

VIII. Plans for Executive Staff Performance Reviews and Review of Co-Director Model

Athena reminded the board of the professional development plans outlined for Patti and Amy at their reviews and that the board must do its part.

- The board had recommended a mentor for Amy but has not come up with ideas or names of individuals. The person should be someone outside of Amy's daily sphere. Amy indicated that she was more interested in someone with a corporate background than nonprofit experience. She wants to learn in areas of product distribution, marketing, and policy.

- The board had recommended a life coach for Patti. Patti communicated that life is hectic, demands are numerous, and working on balance would be of interest to her.

Both Patti and Amy are open and interested in the possibility but concerned about the cost. Athena will talk with both Patti and Amy about their interests and then poll board members for their suggestions for a mentor and life coach.

Athena launched the discussion of performance reviews and the review of the co-director model. Last year the board did the reviews, and they decided to put funds aside this year for a full 360 review to be completed by a consultant by June 30, 2010. The funds are in the budget but have not been raised. Amy commented that we have a grant pending that would provide funding related to strategic planning. The board had also previously decided to review the co-director model this year and determine whether to continue it or make a change.

The board discussed both the 360 performance reviews and the review of the co-director model. Opinions varied about the value of a 360 review. Athena asked Karen to research the benefit of 360 reviews.

The board agreed that they want Patti and Amy to come to the February retreat prepared to present their views of the co-director model: what works, what doesn't work, and what they would change. They also asked Patti and Amy to prepare organizational chart(s) for future possibilities.

Athena summarized the agenda items for the February retreat:

- Reaffirming the strategic plan
- Evaluating the co-director model
- National board.

Karen added that she thought the board should discuss at the retreat how they are doing as a board.

The meeting was adjourned.