

Minutes of the 10/13/15 Staying Put Board Meeting

4:32-5:50 pm at the Congregational Church of New Canaan.

Present: Barb Achenbaum, Judy Bentley, George Brakeley, Lyn Chivvis, Jim Cole, Lila Coleman, Tom Ferguson, Patti Geanakos, Nancy Helle, Phil Ives, Peggy Jay, Judy Johnson, Steve Orteig, Joel Pelzner, Donna Simone, and Priscilla Thomas.

Minutes: The minutes of the September 14th meeting were unanimously approved.

Operations: Barb Achenbaum reported that September was a fairly typical month for the staff with 342 rides provided and 91 non-ride related requests honored. Forty drivers gave rides to 40 members. While home maintenance and errands continue to be the highest requests, there is an increasing need for consultations with members about their medical and personal needs. Donna Simone and Barb Achenbaum attended a presentation sponsored by the New Canaan Community Foundation about a new free service called "Volunteer Square" which matches nonprofits with potential volunteers.

Annual Appeal: Judy Bentley thanked Board members for their assistance with the Annual Appeal process, which has gone very well. The Kindful software made the letter generation easy and a dedicated corps of volunteers completed the mailing in record time.

Board Committees/Reports:

Technology Update: Patti Geanakos reported the transition to Kindful is going well and that she will help the staff with the integration of Kindful with Quickbooks. The new website should be ready in December.

Staying Put Archive: Patti and George Brakeley reported they have created a private dropbox account for the Staying Put Archives. George will upload more information. Patti will be naming and archiving all Staying Put photos. It was agreed that people who request information will be provided with individual documents and not allowed access to the entire archive.

Membership: Peggy Jay reported that our membership remains at 274 members (219 households). A Luncheon for members who joined in the past two years will be held on November 5th at Barb Achenbaum's. The committee will follow-up with the individual invitees to encourage them to attend and see how they are enjoying being part of Staying Put.

A key goal for the membership committee is to launch a campaign for Gift Memberships around the holidays. Nancy Helle investigated the cost of a display ad in the Advertiser, which is \$442 for a quarter page for nonprofits. A sticker on the front cost \$600 for two times, but that option is not available until late 2016. Steve suggested that running an ad in the newcanaanite might be a good way to reach out to adult children of prospective members. Patti Geanakos will forward pricing information to the staff. Jim Cole is making a presentation on Staying Put at the Exchange Club meeting on October 20th and will share the gift membership information.

Publicity: Nancy Helle reported that the Advertiser ran two Staying Put items this month, a story about the Interns' video project and an Executive Director column on accessing health care resources in New Canaan. We will submit a story prepared by Lois Sandberg about the appeal campaign to the newspapers this week.

Events: Judy Johnson reported there were eight member events in September with a total of 156 attendees. Highlights were the Hawaiian Luau at the Inn, the Lobsterfest, and dinner at 123 Restaurant. She reported that the Tour and Tea at Grace Farms on October 27th is sold out and encouraged the Board to attend the Halloween Lunch at the Sandbergs' on October 29th.

Volunteers: Barb Achenbaum reported that everyone is invited to a cocktail reception for both prospective and current volunteers at her home on November 4th at 5:30 pm. She asked Board members to please share any names of possible invitees with the office.

Report from the Village to Village Network Conference: Barb gave a topline report on the Village to Village Network Conference. A copy of her report will be submitted to the Board under separate cover.