40 Years
The Priority Center
Ending the Generational Cycle of Trauma

Board of Directors – Minutes
April 11th, 2023 at 3pm

Attendance Summary – 16 of 24 Board members present, 7 absent, 0 guests, 7 Staff members

Board Member Attendees:

☒ Susan Crocket	☐ Alex Musetti	☐ Jeff Shepard
☐ Colleen Rogers	☐ Alyson Yarberry	☒ Jeremy Webb
☒ Vanessa Dixon	☐ Athena Wong	☒ John Hoefer
☒ Paul Godby	☒ Debashis Chowdhury	☒ Kimberly Valley
☒ Catherine Sorensen	☒ Ed Inal	☒ Madison Spach
☒ Richard Swinney	☒ Frederique Georges	☒ Marc Reich
☐ Don Kennedy	☐ Gregory Washer	☒ Mark Clews
☐ Roger Armstrong	☒ Hogi Kurniawan	☒ Thomas Manakides

Staff: Lisa Fujimoto, Executive Director, Shireen Varga, Chief Program Officer, Isabel Valdivia, Human Resources Director, Breanna Fernandez, Director of Special Events, Juan Flores, Marketing Manager, Laura Henkels, Director of Corporate and Community Engagement, and Sonia Guzman, Executive Assistant.

Materials:

- Distributed at meeting
  - Board of Directors Report
  - Board of Directors Roster
  - The Priority Center's Committees
  - Board of Director's February 15th, 2023 meeting minutes.

- Emailed prior to the meeting
  - Board of Directors Report
  - Board of Directors Roster
  - The Priority Center's Committees
  - Board of Director's February 15th, 2023 meeting minutes.

MEETING PROCEEDINGS

WELCOME AND INTRODUCTIONS

Board Chair, Susan Crocket, opened the meeting at 3:00 pm by welcoming those in attendance and thanking Debashis Chowdhury, Board of Director, for hosting the meeting at his office. Susan introduced and welcomed Shireen Varga, Chief Program Officer.

Susan Crocket announced birthdays:
Michael Kurland- March 13th
Don Kennedy- April 17th
Mark Clews- April 30th
Greg Washer- May 30th
Jeremy Webb- June 1st

EXECUTIVE DIRECTOR'S UPDATE

Lisa Fujimoto, Executive Director

- Lisa announced a great success for the gala event on April 1st. $ 454,000 gross was raised.
- Lisa expressed gratitude to Colleen Rogers, Gala Chair, for a fabulous job and raising $351,000 net. The most ever in the history of the organization.
- Lisa thanked Jeremy Webb, Catherine Sorensen, Debashis Chowdhury, and the rest of the Board for their financial support towards the Gala.
- Lisa announced and thanked The American Honda Foundation for awarding the organization for the first time with a $50,000 grant.
- Lisa thanked Shireen Varga, Chief Program Officer, for successfully taking charge of contract renewals with the County as she entered the position of Chief Program Officer.
- Lisa announced the transition of the Chief Philanthropy Officer. Lisa expressed that she will be taking over the role of Major Gifts Officer going forward as the Fund Development Department is reorganized.
- Lisa thanked Susan Crockett, Colleen Rogers, and Madison Spach for their support during a networking event with the Mustache Men. She explained what the Mustache Men fundraiser entails and announced that The Priority Center is one of the 7 organizations nominated to receive the funds raised. The Priority Center is currently in the selection process. A main part of the selection process is to confirm how many men The Priority Center can gather to raise funds by letting their mustache grow. Sue Crockett offered to gather 2 men and Jeremy Webb offered to gather 3 men.
- Madison Spach, Board of Directors, expressed recognition to Laura Henkels, Director of Corporate and Community, and Juan Flores, Marketing Manager, for their great work at the Gala event.
- Video of Gala 2023 was presented.
- Lisa presented the Orange County Business Journal add that ran on April 10th.

PROGRAM HIGHLIGHTS-
Shireen Varga, Chief Program Officer

- Connected Care:
  - Policies and Procedures manual has been created detailing each aspect of services from intake to termination.
  - Services have been changed to be data driven and provide quality care versus quantity. The program changed to go from check-ins once or twice a year for each client, to weekly sessions, with 3-6 months of service.
  - Services now include a Pre and Post Outcome for each client, a needs assessment and a wellness plan.
  - Margarita Cruz, Associate Manager, will be providing weekly case management and safety planning with a caseload of 20 clients. These are clients in crisis that are coming from the Children In-Home Program and the Adult In-Home Program.
- Adult In-Home Crisis Stabilization Program:
  - Received letter of intent for renewal of 3 years.

- Shireen announced that Shelly Lawson, Program Director, will be on a 4-6 week Leave of Absence for surgery. Chief Program Officer and Program Supervisor will fulfill her obligations in the meantime.

- Infant-Toddler Home Visitation Program
    - Going to negotiation the beginning of April for a 1-year renewal. Unknown funding level.
    - Lisa informed the Board that in the past renewals were for 3 years, but do to tobacco taxes decreasing at an anticipated 20% the renewal has been changed to 1 year.
- Children's In-Home Crisis Stabilization Program
    - 5 Staff are now LPS Designated with the remaining staff in the works for training to be certified. Shireen explained that she is in the process of learning the changes that come with this certification and to make sure that there are safety measures in place. She explained that now staff may be at times waiting in client's homes for an ambulance to come for up to 8-12 hours, possibly overnight. Shireen is hoping to provide more information as they learn more about these changes.
- School Readiness Program
    - Passed the FY22-23 programmatic audit. They received their intent the renewal for 3 years. HCA accepted the proposal of increasing the budget of 150K for year 2 and 3. It will go to the Board of Supervisors for final approval on May 9th. Shireen announced that the name of the program will be changing.
- Basic Needs
    - Received a Letter of intent to Award for renewal of 3 years and is also pending final approval by the board of Supervisors on May 9th.
- CalWORKS HVP
    - Very low referrals, only 29 referrals received for FY22-23 to date- Capacity is 180 cases. Concern over the program's future after the contract ends next year on June 30th, 2024.

<u>HUMAN RESOURCE UPDATES:</u>
Isabel Valdivia, Director of Human Resources

- Organization chart was presented.
- Current open positions 11
    - Isabel shared that HR Generalist resigned and the position is now filled by former receptionist.
    - Isabel explained that 2 of the open positions for CalWORKS are for employees that transferred to Infant Toddler.
- Annual Employee Satisfaction Survey will be sent out on Monday, April 17th. The results will be shared in the next Board of Director's meeting.

<u>FINANCE REPORT-</u>
Debashis Chowdhury, Finance Committee Co-Chair

- Cash Flow –
    - March Days Cash on Hand 32

- Debashis expressed to the Board of Directors the importance of Individual giving.

- Total Revenue
  - Year to Date Actual $ 5,517,832
  - Year to Date Variance ($409,542)

- Total Expenses:
  - Year to Date Budget $ 6,125,570
  - Year to Date Actual $ 5,706,817
  - Year to Date Variance $ 418,753
- Net Income Loss:
  - Year to Date Budget $ (498,196)
  - Year to Date Actual $ (188,984)
  - Year to Date Variance $ 9,212

MARKETING COMMITTEE UPDATE
Juan Flores, Marketing Manager

- Juan presented the Orange County Business Journal ad.
- Juan informed about the promotion of next month's pickleball tournament with mention in Orange County Business Journal, website, and Social Media.
- Juan informed the Board that the 40 years of impact video is available on You Tube, but with private mode due to following program contract's compliance.
- The creation of program one-sheets for a comprehensive package folder that will be used for promotion and illustration of TPC and scope of work for those unfamiliar with us.
- The mentioning of program names in Social Media has to be within compliance with their contracts. Any HCA or SSA program mentions in marketing material or social media must be approved. HCA approvals take up to 30 days.

MAJOR GIFTS PHILANTHROPY
Lisa Fujimoto, Executive Director/CEO
- Lisa announced that she is transitioning over in Major Gifts and following up on individuals that Hope Manzanares was working on. Lisa will continue to work the relationship that Hope had at the Exchange Club.
- Lisa will follow up with Brigett , Varooge Yerganian, and Lucy Donahue on a pending a major gift for the center.

FUND DEVELOPMENT REPORT
Marc Reich, Fund Development Committee Chair

Marc Reich announced Pickleball tickets available only for Board Members prior to opening ticket sales to the public.

Kimberly Valley, Fund Development Committee Co-Chair, offered to assist with fundraising events.

- Breanna Fernandez, Director of Special Events, expressed gratitude to the Board members for their support in The Priority Center's Gala event. Breanna, thanked Colleen Rogers, Gala Committee Chair, for the amazing and tremendous work.
    - Breanna Fernandez, provided the Board with a post gala event report:
        - Sponsor Revenue: Raised \$214,000 / Goal \$ 251,000
        - Live Auction Revenue: Raised \$57,200 / Goal \$ 30,000
        - Silent Auction Revenue: Raised \$ 38,690 / Goal \$30,000
        - Underwriting Opportunities: Raised \$ 11,090 / Goal \$ 30,000
        - Ticket and Table Revenue: Raised \$4,080/ Goal \$10,000
        - Fund a Need: Raised \$111,700 / Goal \$ 60,000
        - Opportunity Drawing/Raffle: Raised \$3,200 / \$5,000
        - Gross Revenue: \$ 445,460
        - Expenses: \$ 102,350
        - Net Revenue: \$ 341,460 Raised (Budgeted FY goal - \$200,000)
- Breanna Fernandez, provided information regarding the sponsorship opportunities available for the 3rd Annual Pickleball Tournament.
- Breanna Fernandez, expressed gratitude to Debashis Chowdhury, for hosting the Gratitude and Underwriting party for about 30 people at his home.

<u>CORPORATE AND FOUNDATION RELATIONS</u>
Laura Henkels, Director of Corporate and Community Engagement

- Laura Henkels, informed the Board that The Priority Center will be having the first Vistage Meeting on April 12th, 2023 from 8am to 4:45pm.

- Laura presented the Board with the Corporate Task Force Roster.

    - Andrew Phillips is hosting the next Corporate Task Force.

- Laura presented the top 10-FY23 Corporate Prospects and gave an update about reaching out banks with CRA requirements.

Laura Henkels informed TFYTD

- Corporate TFYTD \$50,802
- Foundation Relations- Grants TFYTD \$ 196,950 Unrestricted
- Foundation Relations- Grants TFYTD \$ 52,500 Restricted
- Grants on the way:
    - Honda USA Foundation: \$50,000 to Basic Needs

- First Congregational United of Christ in Elgin, IL: $9,000 Unrestricted Grant

BOARD DEVELOPMENT
Madison Spach, Chair of Board Development Committee

Madison Spach presented the following prospects for Board Development:

- Rachel Ng- From the Capital Group - Madison informed the Board that he met with Rachel Ng who was introduced and referred by Paul Godby, Finance Committee Chair.
- Andrew Phillips- Tax Accountant
- Casey Roberts with Cisco – Casey Roberts introduced The Priority Center at Cisco

GOVERNANCE
Catherine Sorensen, Chair of Governance Committee

Catherine Sorensen apologized for not having the Bylaws ready to present. Catherine informed the Board that Richard Swinney and her had been working on two different editions of the bylaws.

Catherine Sorensen informed the board that she is hoping to have the final draft of the updated bylaws for review at the Board Retreat on May 19th.

CONSENT CALENDAR/ NEW BUSINESS- SUE CROCKETT

- **Approval of Board Minutes from February 15th Board Meeting –** Catherine Sorensen proposed that minutes wait to be approved until grammar errors in the presented document are corrected. Marc Reich proposed to remove the statement "Documents attached" on the Consent Calendar section of the meeting minutes. Approval of the corrected February 15th Board of Directors meeting minutes will be proposed at the next Board of Director's meeting on June 13th, 2023.
- **Thank you for submitting HCA certification and Code of Conduct Acknowledgment:**
  - Alex Musetti
  - Ed Inal
  - Athena Wong (Code of Conduct)
  - Colleen Rogers
  - Kimberly Valley
  - Catherine Sorensen
  - Hogi Kurniawan

Susan Crocket announced the Board Retreat for June 19th at Thomas Manakides' office at 9am.

There being no additional business in the open portion of the meeting, the meeting was adjourned by Susan Crockett, Chair at 5:07 pm.

Kimberly Valley

Digitally signed by Kimberly Valley
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Kimberly Valley, Secretary of the Board of Directors

<u>Minutes Approved</u> - At the June 13th, 2023, Board of Directors planning meeting,

Kimberly Valley, Board of Director, moved, and **John Hoefer, Board of Director**, seconded, approval of these April 11th, 2023 minutes. The minutes were unanimously approved.

Kimberly Valley

Digitally signed by Kimberly Valley
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Kimberly Valley, Secretary of the Board of Directors