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**Jackson County CASA
October Board Meeting
Minutes
November 18, 2011**

In Attendance	Absent
Don DeCelles	Paul MacCready
Martha Gershun	Lisa Kalell
Tony Brown	Kristen Fromm
Vaveca Moss	Gwen Royle
John Yorke	Katie Lee
Terry Kincheloe	Kimberlee Ried
Dave Barr	Kat McDaniel
Courtney Koger	Andrea Allison-Putman
Julia Israel	Dan Powers
Collin Thomas	Naimish Patel
Lisa Kalell (Via Phone)	EE Keenan
JO/WY CASA Board Rep: Kamron Miller	Heather Beheler
	Diane Browning
	Elisa Waldman
Staff Presenter: None	

- I. **Call to order** - 12:03 p.m. – DeCelles entered motion to approve October meeting minutes. First – Yorke, Seconded – Barr. Motion passed unanimously.
- II. **Executive Director:** – Martha reviewed the financial status of the organization, summarized as follows:
- a. October revenue exceeded plan by \$10,531 – increasing overall revenues in excess of plan for the year to \$29,276.
 - b. Expenses were slightly under plan in October, resulting in a year-to-date level of \$631 under the expense budget.
 - c. Currently projecting a cash surplus by the end of the year which would enable us to increase the board reserve, if that is the recommendation of the Finance Committee.
 - d. A number of board members have specifically designated Jackson County CASA to receive a portion of your United Way donations. No specific amounts provided as of the board meeting – as the United Way has not finalized its information yet.
 - e. The November 2 fundraiser at Hamburger Mary’s brought in about \$750 cash. While these events are not major funding opportunities, they are a lot of fun and provide yet additional touch points with potential funders.
 - f. Update on Capital Campaign – very close to targeted level to trigger the Mabee Challenge Grant.

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- g. Home purchase papers are being executed and the Donor Recognition Wall is under design for the front hallway.
- h. Community Update – Several board members have connected Martha with important persons in the community to network with.
- i. Staff Update – New VISTA is starting this week and will be assigned responsibility for recruiting 40-50 new volunteers for 2012.
- j. Progress is being made with respect to office organization and technology updates.
- k. Program Updates – 17 new children in October, bringing the YTD total to 784. On track to meet or exceed goal of 810. Nine new volunteers for a YTD total of 59 trained in 2011 so far. Final 2011 training session scheduled for the first week in December.
- l. National CASA News Item – Federal funding cuts are impacting National CASA to the tune of a 63% decrease from 2011 to 2012. This will result in less funding for Jackson County CASA as well as all other CASAs around the country.
- m. The group briefly discussed the on-going Penn State issue in which a coach on the football team has been accused of sexually abusing several children within the non-profit “Second Mile” organization that the coach had founded. Specifically, the group thought it might be a good idea to have Kate Nolan address one of the upcoming board meetings to help the organization understand possible measures the board could take to be prepared for, and lessen the legal impact to the organization, should something similar occur to CASA.

III. **Finance Committee report:** In the essence of time, Yorke indicated that Martha’s report had covered the entirety of his updates. The 2012 budget is well under way and the plan is to distribute and vote for approval during December.

IV. **Marketing/PR Committee report: Kincheloe** – No written update, however Terry Kincheloe provided a quick update. The committee is exploring ways to get more mileage from the 2012 Light of Hope breakfast through:

- a. Publicity opportunities
- b. Professional video
- c. Social Media usage

V. **Board Development:** Koger – Six new board members have been approved to join the board in 2011 and will require formal board vote at the December board meeting to approve permanent board member status with 3-year terms:

- a. EE Keenan
- b. Heather Beheler
- c. Elisa Waldman
- d. Gwen Royle
- e. Collin Thomas
- f. Jacque Hansen

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VI. **Capital Campaign:** Covered in the Executive Director update (above).

VIII. **Miscellaneous:** Discussion of JoCo/WyCo Board meeting, Yorke and Miller reported they are in good shape and ahead of budget.

Adjourned: 12:59 p.m.