

**Beacon for Youth Foundation Board  
Meeting Minutes 10/23/2019**

Members Present: Karen Abel, Kate Bennett, Chrissie Blatt, Rich Haffey, Paul Haffner, Allison Kahn, Amy Susskind-Weiskopf, and Fran Unger

Staff Present: Sarah Elam, Jennifer Miller, and Jessica Wabler

Allison welcomed everyone and asked for approval of the July meeting minutes. Karen motioned. Chrissie seconded. The motion passed.

Governance

Paul discussed the need to vote on a Secretary for the Foundation Board and noted that Fran was willing to continue in that role. Paul asked for a motion to approve Fran as the Secretary. Karen motioned. Allison seconded. The motion passed. The members thanked Fran for serving again in that capacity.

Financial Update

Paul provided the financial update in Judy's absence. He stated Lighthouse programs had a deficit of slightly over \$100,000. Therapy Services and Youth Housing Opportunities showed the largest deficits. Some of the deficit in Therapy Services can be attributed to Medicaid reimbursements falling short as we have had significant difficulties with the current Electronic Health Record (EHR) system. Lighthouse recently decided to move to another EHR vendor, Qualifacts.

Investment Committee Update

Paul provided the investment update in Tom's absence. He noted that in the prior quarter, Lighthouse experienced an unrealized loss of \$267,000. The next Investment Committee meeting is in November.

FY2019 Development Plan Results

Jessica highlighted some of the results of the FY2020 Q1 Development Plan. (See attached document for details.)

Jennifer discussed the Fall Event results. The gross revenue to date was \$72,495 and the net revenue was \$50,265.71 without including employee time spent on the event (\$30,578 when employee time is included). The committee discussed the expenses. The tent rental represents about 25% of total expenses. The Development Department and the Fall Event committee will continue to review the event, looking for ways to increase the revenue and decrease the costs.

Sarah discussed the Bar Crawl results and gave a general update about the Young Professionals (YP) Committee. The NautiCrawl did not raise as much money as hoped, but with Sarah starting in this position in the summer and not having prior knowledge of the event, it was very much a "building year." Now that Sarah has experienced it, she has a lot of ideas for the future and will be able to get the committee started on plans much earlier. The YP Committee last met on October 16<sup>th</sup> to debrief on the NautiCrawl and set events for the rest of 2019. They discussed providing a meal for the youth at Mecum House and other activities related to the holidays in December.

## Events

Happy Holidays – Sarah shared that the November mailing was about to go out and the volunteer sign-up page was live. She updated the group on the new database system for collecting wish lists from staff, and shared that wish lists for 361 had already been entered. The process of creating and send giving tree ornaments was in progress.

2020 Beacon Gala - Jennifer reminded the Board that the event will take place on April 18, 2020 at the Hyatt Regency Downtown. The honoree selection meeting occurred in August, and Darqueze Dennard and Dr. Monica Newby will be this year's Beacon of Light Humanitarian Award honorees. Steve Campbell, Ken Feldmann, Bob Rich, and Bob Zepf will receive the President's Award to honor their many years of service to Lighthouse. Lisa O'Brien is serving as chairwoman for the event.

New Fundraiser Idea – Jessica mentioned that volunteer Eileen Chalfie had an idea for a fundraiser for Lighthouse. It would be a pop-up art gallery inspired by one she visited in Princeton, NJ, ArtJam, which raised funds to benefit homeless families. Jessica stated Eileen and others would be meeting immediately after the Foundation Board meeting to discuss the idea and all were welcome to attend.

## Lighthouse's 50<sup>th</sup> Anniversary Activities

Jessica shared some details about Lighthouse's participation in the Black Family Reunion Parade (August 17<sup>th</sup>) and the BLINK Parade (October 10<sup>th</sup>). She also provided additional details about the Lighthouse Reunion event for former clients, volunteers, board members, and employees to be held on November 9<sup>th</sup> from 1-4 p.m. She encouraged everyone to attend and to help spread the word to others.

## Marketing Campaign

Jessica provided the Board with information about the progress of our 50<sup>th</sup> Anniversary Marketing Campaign. She stated that Lighthouse decided to be included in Cincinnati Gives magazine this year and told the group about the opportunity to participate in the Cincinnati Give Challenge, which is an online donation campaign that takes place on or around Giving Tuesday each year. After some discussion, the group determined that we would not promote the Challenge and would instead focus on encouraging people to make donations directly to Lighthouse for Giving Tuesday and year-end giving.

The next meeting will be held on Wednesday, January 22, 2020 at noon.

*These minutes were respectfully submitted by Jessica Wabler, Vice President of Development & Grants.*