

**Board of Directors Meeting Agenda**  
**Thursday, August 18, 2022 5:30-7:30pm**  
**Location: <https://us02web.zoom.us/j/8376386444>**

Board of Directors:

Ann Coburn-Collins, *Past Chair*  
Carole Calvert-Baxter,  
*Treasurer*  
Vanessa Guerra  
Rebekah Kilpatrick  
Sandy Thompson  
Sharon Miller  
Raquel Perez  
Beth Roszatycki  
*Chair*  
Alexis Thomas  
Melissa Whitford, *Secretary*

Executive Director:

Moira Branigan

<b>Call to Order</b>	<b>Roszatycki</b>
<b>Strategic Plan Discussion Part 2</b>	<b>Collins-Ihrke</b>
<b>Secretary Report</b> April 21, 2022 Board Meeting Minutes	<b>Whitford</b>
<b>Treasurer Report</b> March-June 2022 Financials Grants Update Fund Development Update Women of Achievement - October 11, 2022, Sponsorship update	<b>Calvert-Baxter</b>
<b>Executive Director Update</b> 2022 Employee Handbook * Vote	<b>Branigan</b>
<b>Programs Update</b>	<b>Amrstrong</b>
<b>Committee Reports:</b> Governance Committee New Board Applications Advocacy Committee Report	<b>Roszatycki</b>
<b>Adjourn Meeting</b>	<b>Roszatycki</b>



**Board of Directors Meeting Minutes**  
**Thursday, April 21, 2022**  
**5:30-6:30 PM EST**

**Present:** Moira Branigan (*Executive Director*), Beth Roszatycki (*Chair*), Carole Calvert-Baxter (*Treasurer*), Melissa Whitford (*Secretary*), Ann Coburn-Collins (*Past Chair*), Rebekah Kilpatrick, Sandy Thompson, Vanessa Guerra, Barbara Morfin

**Absent:** Erica Armstrong (*Vice Chair*), Smriti Pant, Sharon Miller, Raquel Perez

**Meeting called to order @ 5:33 pm**

**Call to Order** **Roszatycki**

**Welcome & Introduction** **Branigan**

- New Board Member Barbara Morfin & Raquel Perez

**Secretary Report** **Whitford**

- February 17, 2022 Board Meeting Minutes
  - o Beth moved to approve, Vanessa seconded, motion **passed**.

**Treasurer's Report** **Calvert-Baxter**

- January & February Financials
  - o Net Rev. \$3,800; Gross \$38,159
  - o Expenses – Under budget by \$7,400
    - Now giving grads up to \$180 upon graduation as well as gas cards
  - o Personal Expenses – Under budget by ~\$9,000
- Grants Update
  - o Currently received all but 3 that were awarded in 2021
- Fund Development Update
  - o Riverside June 11-12 (in need of sponsorships)
    - Currently 70 registered vendors; cap of 80
  - o Drydock June 9-11
    - Moira to send out volunteer information soon
  - o WOA Luncheon September 8 or 15
    - Still determining a date
    - Need to pull together a committee to discuss/plan ... Moira will reach out for volunteers (Ann, Barbara, and Carole volunteered to help)

**Executive Director's Report** **Branigan**

- 2022 Programs Update
  - o 3 Graduates from Moving Ahead
  - o Moira hoping to do a summer Getting Ahead class in summer
  - o Program analysis, database cleanup, revisiting economic status of women, Young Women Choosing Action, Give Local Bay, etc.
- First Ward Community Center rental fees
  - o Leadership changes and Board currently running the organization
  - o Board now wants to charge us for using the space for classes
  - o Consensus to look for other places that we could get for free that works better for students
    - Free room at the Saginaw Y, Ascension Health Community Room, Library, Bay YMCA

- Ideally somewhere with childcare
- Office Cleanup
  - If still paying rent, utilities, copier ... check with insurance to see if we can not pay that
- Staffing
  - Erica starting May 2
- Other/Events
  - Dry Dock ... because we were selected two years in a row, we will not be selected next year

### Committee Reports

- **Governance Committee** **Roszatycki**
  - Board Matrix, Giving, COI
  - Annual YWCA Meeting ... July 9-10 hybrid session
- **Advocacy Committee**
  - New Chair – Ann Coburn-Collins
  - YWCA of MI Ballot Initiative: Women's Reproductive Rights
    - Trying to assist to get the initiative on the ballot
    - Looking to get allies in Midland
    - Would Planned Parenthood be willing to come have a booth at Riverside
  - Economic Status of Women's Report
    - Based on census ... done previously in 2012
    - Instagrams vs. book ... provide a snapshot of what's happening in the area

### Strategic Plan Discussion Part 1

**Collins-Ihrke**

- What does the future look like? Need a clear picture of where you're going.
- SWOT Analysis
  - **Strengths**
    - What do we do best?
      - Mission-focused program (moving ahead) and events (symposium)
      - Empowering women
      - Team is organized and follows through on program and events
      - Financial management, grants
      - Collaboration with partners
    - Unique talent or resources
      - Programs designed to help women
      - Women-led, diversity of women on our Board
      - Investment account \$, Finance Committee's leadership
      - Executive Director's leadership/ideas
      - InterACT
    - Advantages
      - Small, nimble, able to adapt
      - Connection with YWCA USA
      - Regional impact able to draw funding and Board members from across 3 counties
    - Greatest achievement
      - Helping women (touching women's lives, affecting change, building confidence)
      - Longevity, consistent vision and mission
  - **Weaknesses**
    - Areas for improvement
      - Limited reach (small graduating classes)
      - Sustainable funding, fund development
        - Yard signs
      - Staff training in fund development
      - Being more vocal about our mission/vision out from other similar regional nonprofits
        - Connecting with local government officials
    - Disadvantages
      - Small staff
      - Fight for relevance in crowded regional nonprofit scene
      - Lack of permanent office

- Lack of awareness of our mission, programs
          - May want to look at marketing
      - What do people say we don't do well?
        - Donor feedback: concerned WOA award recipients chosen for increased donations
          - Ways to engage ... quarterly newsletter with ways to engage
        - Lack of professionalism in program staff
  - Unique Selling Proposition
    - Breakout Discussions
      - **Group 1:** What is the YWCA GLBR's competitive edge?
        - Getting Ahead ... others have taken the training and then gone on to teach
          - Focused on the solving a root problem through financial literacy for women
          - Needs more awareness
          - Graduation in May 18 ... encourage members to go ... Moira will likely send invite ... typically at Hoyt library
        - Art festival is a great event but it is unknown that the YWCA puts it on
        - Empowering women ... come a long way, but long way to go ... having a network of strong women to lean on
        - Run by women for women ... knowing the unique circumstances women face
      - Discussion for all (after breakouts): How can the YWCA GLBR preserve its competitive edge?
      - **Group 2:** Who are the YWCA GLBR's competitors?
        - Shelters we partner with (Underground Railroad)
        - Women of Colors ... programs geared towards women ... newer org.
        - Michigan Works ... job skills preparedness
        - SVSU ... etiquette dinners, social skills, diversity training
        - Partnership network (Saginaw)
      - Discussion for all (after breakouts): Where does the YWCA GLBR rank when compared to our competitors?
        - Other orgs. don't offer the same thing
- Ideas:
  - Marketing
  - Art fest ... bring it back to the mission ... maybe a competition
  - Getting Ahead ... if you give immediate returns, they're more likely to attend (lunch, stipend)
  - Self-defense classes ... awareness around human trafficking (Ms. Michigan platform)
  - Dress for Success (clothing thrift store) (non-profit with a for-profit wing) ... provide business attire for free ... Underground Railroad/Rainbow (Saginaw)

## Adjourn Meeting

*Meeting ended at 6:57 pm.*

**Branigan**

Next meeting: June 9, 2022

Tentatively scheduled for in person