



OPEN BASKETS

Open Baskets

Meeting Agenda

August 28, 2010

Attendees

- Colleen Hansen, Executive Director
- ~~Andrew Clayburn~~
- G.J. Clayburn
- Lysa Clayburn
- ~~Sally Clayburn~~
- Laura Dent
- Maechelle Gordon
- Marilyn Hansen
- Nancy Hansen
- Phil Hansen
- ~~Greg Kpowulu~~
- Sue Kpowulu
- ~~David Lyell~~
- ~~Karna Lyell~~
- Christy Metzger
- Steve Metzger
- ~~Carlos Sabo~~
- Kim Sabo

Suggested Time

Agenda

2 minutes

1

Welcome & Introductions Time: 10:13am
 a. Introduce new members and guests

3 minutes

2

Agenda & Minutes – G.J.
 a. Minutes: Corrections, comments, and approval
 i. First meeting; nothing to approve
 b. Agenda: Review, amendments (if any) & approval

5 minutes

3

Treasury & Finance Report
 a. Income & expense report – Colleen
 Goal: \$23,000 (post meeting - revised upward from reported \$22,500 for space consideration)
 Received: \$12,636.87
 United Way Wells Fargo: \$504 not yet received in 2010
 United Way Best Buy: \$108 not yet received in 2010
 Prospects: \$6,650
 Total including pledges: \$19,898.87
 Total needed to meet our goal and have some room for unaccounted expenses: \$3,101.13
 b. By the Numbers – 2009 – G.J.
 Discussed the hand out – our annual report (Document attached for distribution with the minutes.)
 c. PayPal
 MHR is a 501C3 and there are certain regulations for collecting funds. Kathy Gregersen, Executive Director, is opening a new account at their bank for Open Baskets and hopes to have this set up by September 1st.

10 minutes

4

Committee Reports – G.J. explanation
 Let G.J. or Colleen know if you are interested in a certain committee
 a. Baskets
 i. Creation & design – Some baskets have already been created. The goal is to have a succinct type of basket – there is a lot of thought of what goes in the baskets: fun items, games, food that has substance, nutritious. Christy has helped in the arrangement of the baskets.
 ii. Procurement- The goal is a \$20 limit per basket. This is a big effort acquiring items throughout the year. We are in need of 700 more toothbrushes and Nancy has volunteered to look into that.
 iii. Kids – Kim gave an update on the kid's baskets. We did 25 last year and we are doing 75 this year. These will stay in Dakota County. Baskets are made age appropriate for the following age groups: 3 and under, 4-7yrs, 8-12yrs and 13-18yrs.
 b. Space & transportation-South Cross Church has been reserved Thursday thru Saturday. We will need to find an offsite space from November to November to keep everything in storage. The goal would be to have this donated if possible.
 c. Volunteers
 d. Marketing & website
 e. Financial development (grants, partnerships/sponsorships, fundraisers, donors)
 f. Strategy
 g. MHR liaison

- 15 minutes 5 Old Business
- a. Best Buy – Maechelle reviewed the volunteer effort at Best Buy on May 22nd. There were 90 volunteers that put together 300 baskets. There are already 10 volunteers lined up to help us in November.
 - b. Website (old v. new) - There have been some changes to the website and it is still in the works. G.J. asked opinions of the old vs. new look. Most people thought the content was fine but preferred the warmer feel of the old site vs. the commercial feel of the new. Jim Moore has offered some services in this area with help on the back end.
- 40 minutes 6 New Business
- a. Space needs – We need to start to budget for space needs if unable to find space that is donated. We also discussed the cost of boxes (about \$400/yr) in comparison to purchasing totes that can be reused. That would be an upfront cost but pay off over the year.
 - b. Grants – Colleen and G.J. hired a grant writer (\$150) out of AZ that wrote a report of companies in MN. She compiled a spreadsheet of 13 Foundations, Trusts, Corporations and 4-5 other Fortune 500 companies. They all use MN common Grant and G.J. is working on that right now. 90% of the work will be done up front and then will only need to tweak for each grant. We can expect 10-15% of total revenue from grants.
 - c. Partnerships/Sponsors – MHR puts together a letter each year that we can present to businesses. The letter this year is more about need than the business side. Colleen is very happy with it.
 - d. Fundraisers
 - i. Wine & cheese event(s) (see plan on separate sheet) – This is a very high touch event (like a Pampered Chef, etc.) Looking to Joel and Edna to host a trial run for proof of concept.
 - ii. 20 x \$1000 campaign
 - iii. IMAX – Looked at this as an option for either a fundraiser or a thank you to volunteers. It is a cost of \$750 to rent out. IMAX seats approximately 500.
 - h. Volunteer dates: November 19 (set-up) & 20 (assembly & delivery)
 - i. New family photo – looking for anyone who would want to coordinate and schedule this.
- 10 minutes 7 Other Business
- a. Thoughts that arose during the meeting; to be discussed or tabled, depending on time
 - b. Kim raised the issue of structuring under the 501(c)(3) model. G.J. commented that two schools of thought are present: pooling resources and going independent. Open Baskets is currently pooling resources with MHR as fiscal agent. G.J. estimated that it would take about a year from the point of decision to fully incorporate an independent 501(c)(3) model.
 - c. G.J. discussed the Goals and Context for Open Baskets (document attached) as a way for us to focus on where the organization is heading and how to make decisions that help us reach those goals.
- 5 minutes 8 Next Meeting
- a. October 22, 23, or 24 (Fri, Sat, or Sun?) – Next meeting scheduled for Saturday, October 22nd at 10:00. Colleen to send a meeting invite.
- 9 Adjourn Time: 12:07pm