



## Zoom IFM Board Meeting, November 3, 2020 at 9:00 a.m.

### **Board Officers**

Phil Alonso, Executive Director  
Naomi Cabral, Development Director  
Bob Thurman, President  
Rick Kahil, Vice President  
Sandy Hakala, Treasurer  
Robert Emmett, Assistant Treasurer - **Absent**  
Karen Holt, Assistant Treasurer - **Absent**  
Maxine Palmer, Secretary

### **Guests**

Todd Parker

### **Board Members**

Tim Gizzi, Calvary Bible  
Janet Kelley, Christian Science Church - **Absent**  
Marnie Ratkovsky, Emmanuel Episcopal - **Absent**  
\_\_\_\_\_, First Baptist Church - **Absent**  
Gaye Rogers, Grace Lutheran  
Kari Gaul, Grass Valley United Methodist  
Eleanor Kenitzer, N.C. United Methodist  
Jim Schroeder, Peace Lutheran  
Diane Chang, Seventh Day Adventist  
\_\_\_\_\_, Sierra Center for Spiritual Living - **Absent**  
Joan Denzler, Sierra Pines Methodist  
\_\_\_\_\_, Sierra Presbyterian - **Absent**  
Jeff Hebert, St. Canice  
Nancy Koring (Jeff Hebert), St. Patrick's  
Judi Wade, Twin Cities  
Anne Lyon, Unitarian Universalist

The October 27th Board meeting was moved to Nov. 3rd because of power outages in the area. It was confirmed we had a quorum.

**Jim Schroeder moved the September minutes be approved as submitted. Jeff Hebert seconded the motion. The motion was approved with all in favor.**

### **Fund Development - Naomi Cabral**

- The Benefit Concert grossed approximately \$4800.
- The Hunger Run had 17 virtual participants and grossed \$2170.
- Paulette's Spaghetti Dinner grossed \$2180. Bob Thurman felt all of these fundraisers are more about building community than making money and hoped that in the future there may be better participation.
- Facebook has brought in approximately \$6,000 in 2020.
- The Sponsor a Family campaign has been launched through all our media channels. Naomi promised to have the Sponsor a Family cards in Board member's mailboxes this afternoon. Jim Schroeder requested at least 50 gift cards to get him started. Eleanor Kenitzer shared that her church usually sponsors meals for 48 families, but that this year (with COVID-19), they endorsed Eleanor's idea of purchasing IFM gift cards instead. The Sponsor a Family campaign will run from November 1 until January 15th.

### **Donor Management - Naomi Cabral**

- Naomi thanked the 8 volunteers that are doing handwritten thank you cards.
- She also praised Jim Schroeder as the only volunteer doing phone calls. Jim shared that everyone is happy to receive his call and encouraged other volunteers to try it. Phil said he has heard appreciation for the phone calls and the written notes.
- Bob expressed a desire for continued monitoring and improvement of the Donor Management program.

## Q3 Financials - Sandy Hakala

### Revenue

- Revenue, overall, is down by \$35K from Q2 2020 but still \$165K over Q3 2019.
- Fundraiser income is down from Q2 2020 and Q3 2019, but this was not unexpected.
- Individual donations are down about \$10K from Q2 2020, but still up nearly \$100K over Q3 2019.
- Grant revenue continues to grow with \$28K over Q2 2020 and \$64K over Q3 2019.

### Expenses

- Food expense is down by \$15K compared to Q2, and also down \$8K from Q3 2019.
- Staff expenses are up due to new benefits of tuition and cell phone reimbursements, but this was not unexpected.
- Other operations expenses are up by about \$4K primarily due to the purchase of computers for the new check-in process and an increase in utilities and facilities expenses. A grant from the Nevada County Relief Fund covered these additional expenses.
- Rick and Phil shared that since April 2020, IFM has been giving out about 20% more food but our food expenses keep going down. Phil wanted to acknowledge Ray Moore and the entire food committee for doing such a good job getting good deals on food while also buying more food locally. Rick shared that IFM keeps getting unexpected “freebies” that help keep the costs down. During the month of October, IFM clients have had 2 meat choices (instead of 1), were offered cheese from a local producer (which they loved), and were able to come in three times during the month (instead of two). Miscellaneous meat (fresh meat) was/is also offered since Placer Food Bank offers it to us at 19 cents per pound.

### Cash Update

- The cash balance on September 30, 2020 was approximately \$628K—up \$128K from June 30, 2020. Sandy and the EC are preparing a plan for the cash which may include loan pay down, establishing facility reserve, and continued operations reserve.
- Sandy moved \$175K to a money market account at Tri Counties Bank.
- Sandy is now on the account at Chase Bank and is considering putting more cash there to stay within the FDIC limits.
- IFM is preparing for a gift of appreciated stock and IFM must have an account at a brokerage firm to receive this. Sandy suggested setting up an account with RW Baird. They have offered to do this at no charge to IFM and IFM would also have access to their financial advisors. Bob liked that RW Baird is a local business and will not charge for transactions.
- **Eleanor Kenitzer made a motion for IFM to open a brokerage account at RW Baird so we can accept gifts of stock. Jeff Hebert seconded the motion. The motion was approved with all in favor.**

### 2021 Budget

- The Executive Committee has held two meetings so far regarding the 2021 budget.
- The revenue components have changed. In 2010, individual contributions were 95% of revenue. In 2019, individual contributions fell to 54% of total revenue.
- Sandy is planning to use 2019 as a basis for building the 2021 budget (since 2020 has been such an anomaly). She expects to show a 10% increase in 2021 for revenue (from 2019) and that grants will become a larger revenue source. She may, however, use 2020 for fundraisers since next year could be much like this year.
- Sandy and the Executive Committee are also working on a 5 year financial plan which will include a facilities maintenance/repair reserve fund. The Board will be updated at the December and January Board meetings regarding the budget.

### Client Data - Rick Kahil

- So far this year, IFM has had 1,206 new families. Most of these new families are due to our partnerships—HS Pantry and GCSS Meals on Wheels.
- There have been 252 reactivated clients, which is a 15% increase over 2019.
- A total of 19,814 families have been served—a 1% increase over 2019.

- We have already given out more than 105,000 bags of food which is more than all of last year—and we have the holiday distributions left to add to the count. Bob felt it was amazing to see how much food is being given out. He said IFM is trying to make it easier for people to get food.
- Phil acknowledged Rick, Rita, and Connie for all their hard work on the data. It is vital information for the success of our grant writing, for building a budget, and for planning.

### Operations - Phil Alonso

Bob Thurman shared with the Board the need to possibly add personnel to support a number of new key programs and operational requirements. Sandy Hakala showed that IFM is in a good financial position right now to support an addition to the headcount/personnel. Rick Kahil's client data clearly demonstrates that IFM continues to expand reach and give out more food. With all of this in mind, Phil Alonso presented the following proposal for the creation of a Program Manager position.

### **Personnel Proposal**

- Phil shared a sheet outlining the Core Responsibilities of IFM Expanded Staff Positions. In addition to the Executive Director (40+ hours/week) and the Development Director (32 hours/week), he has proposed a creating a new Program Manager position (20 hours/week).
- The Executive Director position would still have the leadership role for planning, budgeting, operations, representation at community meetings, and building relationships/partnerships. Being removed and taken over by the new Program Manager position would be the direct supervision of the food distribution program, food procurement and recruiting/training/managing volunteers. Additions to the Executive Director position are as follows: (1) taking the lead role in grant writing/management, (2) implementing new program funded by CDBG, CSBG and other grants, (3) managing expanded partnerships, analysis/improvement of systems, processes and computer tools, (4) developing Continuity of Operations Plans for all key positions.
- The Development Director position would focus on fundraising, marketing, public relations, social media, donor management and appreciation program, client education, recruiting/training/managing volunteers and 8 hours for Cal Fresh. The change to this position is that it would no longer be the primary grant writer but act as a support for grants management.
- The new Program Manager would take on the responsibility of directly supervising the food distribution program, food procurement, recruiting/training/managing volunteers, and support for Cal Fresh and client education.

### **Personnel Discussion**

- Cal Fresh contributes \$250/month to the Executive Director, \$650/month to the Development Director, \$900/month to Steve, and there are additional Cal Fresh dollars to be used toward the Program Manager position.
- The Program Manager position is paid for in the CDBG grant for two years. Bob just talked to Rob at the county and is awaiting letter from County to confirm award. This is a grant that comes along every two years. IFM could try applying again when this one expires.
- Rick suggested Phil communicate these positions to the supervisors and that some of them should be on the hiring committee.
- The Program Manager position will be announced and applicants will go through an interview process before a hiring committee. Phil would like to shoot for a November 16th start date for the position.
- **Eleanor Kenitzer moved we approve the creation of a Program Manager position of 20 hours /week at \$15/hour with recruitment to begin immediately and a possible start date of November 16th. IFM would fund the position from November 16th, 2020 to March 31st, 2021 at a cost of approximately \$8,000. After (or before) March 31st, 2021, the CDBG grant if approved would fund the position. Anne Lyon seconded the motion. The motion was approved with all in favor.**
- For everyone's information, Steve's hours were increased by one-half hour to include time to help with set-up on distribution days—for a total of 16 hours/week.

### **Drive-Thru Distribution**

- Phil shared that the intent is to go to a drive-thru model. It is popular with the clients and volunteers.

- Phil said there is a need for four portable kiosks for the check-in volunteers. He is exploring ways to construct 5' X 5' structures with lockable windows and doors. Ready-made structures are also being considered. He feels the units could cost, at most, \$5,000 each.
- This would open up Suite B for additional office space, storage space and distribution area.
- Space heaters could be used to keep check-in volunteers warm on very cold days.
- **Joan Denzler made a motion to approve up to \$20,000 for the purchase of 4 kiosks for the check-in volunteers. Kari Gaul seconded the motion. The motion was approved with all in favor.**

The next Board meeting will be Tuesday, December 8th, at 9:00 a.m.

Respectfully submitted,

Maxine Palmer