

February 23, 2011 Board Meeting EGSD DO

Attendance: Sheryl Shushan, Amy Kaplanis, Gail VanBockern, Johnnie Romano, Molly Rankin, Kathleen Tees, Gina Ricketts

Minutes: Approved from January 26, Johnnie Romano moved to approve, Amy Kaplanis seconded.

Children's Fair – Friday, April 29, 9-12 pm at East Grand Middle School. Set up will be on Thursday, April 28 from 5-7pm and then at 7:30 am on Friday. We are expecting people to begin arriving by 8:30 am so please encourage participant vendors to be set up by 8:30am. A continental breakfast will be served. We are hoping to sell lunch and photos so remind participants to bring a few dollars.

Wendy S will talk to Ear2Ear Photo Booth for charge and donation. Cara McDonald will talk to WP Hot Dog for a stand, either donation and/or we get a percentage of their profits. Sheryl got the fee waived at EGMS for usage for CF but may need to consider other places if school districts decide to implement a usage fee.

Gina's Replacement – Council Funding may affect this position. Do we hire or not hire? With our new brochures out we may have more business so we may be committed to the moving forward piece and have to rehire regardless of budget changes. We do have money for the position through June 30. We've put an ad in the paper and received 12 applicants –we are interviewing three this week and may have a decision by next week. Gina will spend time training the new hire. Sheryl will send out an email about the details of this rehire once the position has been filled.

Annual Fundraiser – GCRHN raised \$17,000 from their golf tournament but ended up with only \$3,000 after expenses. Sheryl will approach C Lazy U to sell raffle tickets to win private fishing on the river, lunch and a guide. Sheryl will put together a business plan for C Lazy U for next year. If we do C Lazy U we need to make sure it's a classy event – if we do this in July we use this for Phase One and work out the kinks this year and next year expand (this is part of the business plan) Sheryl will also attend a class in Denver on March 18 on becoming a "Gaming Agent" which is necessary for the state if an organization sells raffle tickets. Do we want to sell locally or go to Denver businesses or the Denver Stock Show? With either option we have to have representatives there since the businesses cannot sell tickets for us. What is the cost-effectiveness of this? We need to remember that it's a great marketing campaign and an opportunity to educate parents.

Another option is to sell tickets or baked goods at the Ride for the Rockies. This is an excellent option since each town the ride goes through is eligible for grant funding from Ride the Rockies.

Perhaps the Farmer's Market is a good option. Amy K. is on the Chamber Board and she will reserve some dates for us for an educational and fundraising booth. We will make final decisions regarding fundraising at the next board meeting

Sheryl and the month of May- Sheryl would like to spend much of the month of May visiting her parents and work remotely. She would work between ten and twenty hours while there and will not be here for the May board meeting. All present agreed to this proposal.

Recognition Event – Should we approach Drowsy Water again? Would we like to change the structure of the event so if people don't want to do square dancing they can continue to socialize? No gift bags. No final date has been set; much depends on availability of a venue. Sheryl will talk with Drowsy Water, Molly Rankin will talk to the Grand Lake Yacht Club and Amy Kaplanis will talk to Devils Thumb. Decision will be made in March. Group is inquiring about Thursday, June 2.

Community Assessment Brochure/GB Brochure: Review of brochure – Sheryl is taking corrections and additions from Board members. The Tagline of “Got kids? Start Early” is approved. We will complete the final review of the GB brochure by our next board meeting. CA Brochure – members would like to add speaking points on “community members” page, in graph add # of persons or something to make it clearer and members would like a call to action on the back.

School District – The school district is asking for short-term funding solutions from towns, long-term funding solutions are still being explored. GB supports a county-wide 1% sales tax and we've requested to have a member on the committee. Nancy Stuart, County Commissioner, supports EC to receive monies from this sales tax. It's all about educating people about the importance of early childhood education. Amy K will consider serving on the committee. We will need to begin marketing campaign around it.

Announcements:

Bridges out of Poverty – May 16, 17- Mountain Family Center is sponsoring this event. For more information you may call 725-3257

Next meeting –besides above mentioned goals we need to work on elevator speech.

Announcement: Farmers Market is changing to make more it family oriented. They are offering booths to non-profit groups; must have an activity. This may be a good venue for GB and centers.

Meeting adjourned at 6:13