

**Partners for Otoe County  
Nebraska City Center for Children and Families  
May 2010 Minutes**

President Kathy Kaufman called the Partners for Otoe County Board of Directors May meeting to order at 12:05 p.m. on Tuesday, May 25, 2010. Roll was taken and a quorum established.

Board of Directors present: Brooke Chaney, Kathy Kaufman, Steve Lade, Tim Noerrlinger, Yolanda Peck, Traci Reuter, Ben Rice, Don Loseke, Teri Stukenholtz, and Betty Stoll. Also present were Sandy Morrissey, Region V; Jacki Schmitz, P4OC Executive Director; and David Palmtag, Nebraska City High School student and prospective board member.

There were no additions or corrections to the agenda.

**Unfinished Business:**

The Whistleblower and Record Retention Policies were tabled to the next meeting. They need to be completed by the June meeting.

A motion was made by Yolanda Peck to approve the revised Board of Directors Job Description as presented by the Policy Committee. Teri Stukenholtz seconded. Motion carried.

**New Business:**

A motion was made by Don Loseke and seconded by Teri Stukenholtz to approve the SPF SIG renewal application for the period of 7/1/10-9/30/11 and authorize the chair to sign. Motion carried.

A motion was made by Don Loseke and seconded by Teri Stukenholtz to accept the Consent Agenda. Motion carried.

**Strategic Planning:**

Martha Gadberry led discussion to add timetables to the strategic plan approved at the April meeting. The following additions and notes of progress were made:

*Objective A. Board Leadership Development:* The nominating committee has scheduled a meeting for 6/2/10 and has a goal of accomplishing the action steps in the plan by the date of the September board meeting when the election of officers takes place. One potential board member has been recruited to take the place of a member whose term is expiring in September.

*Objective B. Program Sustainability:* Strategy B.1 has been completed. B2. Some of the board members have self-selected a specific P4OC program to champion. Kathy will contact the remaining members and ask them to self-select by 6/15/10. B3 & B4 The Policy Committee will complete these strategies by 6/22/10, adding a description of what it means to be a "champion" a selected program or service to # 12 of the job description.

*Objective C. Connect with Community:* The Marketing Committee has been very busy the past two months developing their marketing plan to connect with the community. The committee will flesh out the specific activities and timetables of each point in the 5-point marketing plan on a monthly basis, beginning with "price" in June and moving to "promotion" in July, until the details of all five points are completed, then the activities will be carried out on the activity timetable over the next fiscal year. Activity C3 has been completed.

*Objective D. Marketing the organization:* The marketing committee has completed a branding paper for P4OC that includes a new logo, tagline, fonts, core values, and an elevator speech. A Constant Contact

e-newsletter has also been initiated, with a distribution list of more than 100 people. Chairperson Kaufman challenged each board member to provide 10 names to the distribution list for the newsletter. Jacki will send the current distribution list out with the minutes to minimize duplication. Additional suggestions for promotion added to the plan include: completing short surveys via constant contact, developing some stickers to increase awareness that "PUFF" is now "P4OC" and distributing them in connection with youth organizations, The Marketing Committee is also in the process of developing a P4OC website, a brochure and an annual report, which are all due to be completed by June 30. *Objective E. Financial Sustainability:* The Marketing Committee will be meeting 6/2/10 to flesh out a draft budget and financial/sustainability plan to present to the board at their June meeting. Additional suggestions for fundraising added to the plan include: Working with Wal-Mart to solicit \$1 donations in a fund drive as they do for other children's organizations, asking local restaurants to donate a % of receipts for a day, and raffles.

Jacki Schmitz announced that Summer Art Camp dates have been set for the week of July 26<sup>th</sup>, with Katy Bovick as the guest artist at the KHN Center in Nebraska City.

Traci Reuter distributed information about the upcoming violence prevention workshop being facilitated by the prestigious Prevention Institute on June 15<sup>th</sup> from 9:00 to 3:00 at the Rowe Memorial Safety Complex in Nebraska City. Board members are encouraged to spread the word for maximum countywide participation in this event.

The next meeting will be Tuesday, June 22, 12:00 noon at the Nebraska City Center for Children and Families.

Meeting adjourned at 1:10 p.m.

Respectfully submitted,

Jacki Schmitz, Executive Director for  
Sarah Purcell, Secretary

The People United For Families d/b/a Partners for Otoe County Board of Directors are a group of people legally charged with the responsibility to govern and report to the local communities which they serve.

**Responsibilities:**

1. Determine and promote the organization's mission and goals:
  - Mission:** The mission of People United for Families is to enhance the quality of the lives of children and families through the promotion of programs, services, and resources in Otoe County and the surrounding area.
  - Goals:** 1) Create a community where every family thrives.  
2) Increase the capacity of Partners for Otoe County to achieve its mission.
2. Enhance the public image of Partners for Otoe County
3. Approve and monitor policies and program services
4. Engage in long range planning for Partners for Otoe County
5. Review and approve annual budget
6. Ensure effective financial management and oversight
7. Ensure that adequate resources are available to Partners for Otoe County
8. Make a personal financial contribution or secure funds of personal significance annually; and participate in fundraising.
9. Select and orient new board members; train ongoing board members
10. Hire, support, and annually evaluate the executive director; approve job descriptions
11. Prepare for and attend at least nine (9) board meetings annually
12. Serve on committees as appointed by the chair

Approved 6/22/10