



# Maryland Network Against Domestic Violence

WORKING TOGETHER FOR A SAFER FUTURE

## BOARD OF DIRECTORS MEETING MINUTES

Friday, October 9, 2015

10:00 am – 12:00 pm

**Board Members Present:** Lauren Shaivitz, Joan Stine; Janet Blackburn, Keyandra Brisco, Laurie Duker, Tovah Kasdin, Karalyn Mulligan, Shirley Schreffler, Tanya Sisler and Jeff Spaulding (tel).

**Board Members Absent:** Suzanne Bailey, Cheryl Kravitz, Inga James, and Norberto Martinez.

**Staff:** Michael Cohen (Executive Director), Amy Johnson (Assistant Executive Director), and Erin Boguski (Director of Training and Services) (tel).

**Guest:** Kelley Rainey, Director of DV Services for Family and Children Services and prospective Board Member.

**Consultants:**

### ■ Welcome and Introductions

Introduction of Kelley Rainey, Director of DV Services for Family and Children Services and prospective Board Member.

### ■ Written Material to Review

- **Board Minutes** – The minutes for September 2015 were approved.
- **Executive Director's Report** – October 2015 - Highlights
  - The September 29, 2015 **Legislative Press Briefing** in Annapolis was a success. Laurie Duker offered some suggestions for next year, including more press coverage. Lauren Shaivitz noted that there was some good buzz around the event, including some from legislators.
  - Erin Boguski has been working diligently on a **social media awareness campaign for Domestic Violence Awareness Month**; there has been more traffic on Facebook and Twitter.
  - Michael Cohen reported that only 16 of 22 programs had submitted their data for **DV Counts**, with only a few days left. This is problematic because Maryland has achieved 100% participation the last couple of years. These numbers are essential to show a need for services and are used in grant applications.
  - **Project Connect** – some programs still have not submitted their final evaluations. They will not receive their \$200 payments until they submit.
  - The **One Love Foundation** has been working with many high schools and colleges in the state to provide their *Escalation* film and workshop. The MNADV is coordinating with them to connect them to the local domestic violence programs and to ensure they are using best practices. The MNADV held a conference call with the programs to facilitate this connection. Concerns were expressed by some Board members about their model, particularly their use of peers rather than experts, and their lack of collaboration. The MNADV is also

promoting additional training for them. Concerned Board members were encouraged to share specifics with the MNADV so they can be addressed with One Love staff.

- The statewide **MNADV 2016 Domestic Violence Conference** planning committee will be reviewing workshop proposals next week. The deadline for submitting proposals was October 9, 2015. Conference sponsors and exhibitors are needed and a sponsorship form was distributed. The keynote will be given by Anna Melbin of Full Frame.
- **Upcoming Workshops/Events:** cultural competency, high danger, trafficking, elder abuse and the clergy (with ElderSAFE Center); MLAW Fall Legislative Conference and the Women's Legislative Briefing.
- Board members were reminded that 2015-2016 individual, program and supporting **memberships** are due.

#### ■ **MNADV Board: 2015-2016**

- **Board Slate/Ballot** - ballots with the 2015-2016 Board slate were mailed to current, paid MNADV members.
- **Additional Board Members** – there are currently two vacancies that will be filled after the election. Lisa Sloyer from SARC has expressed an interest and plans to attend the December Board meeting to learn more about the board. Other suggestions included someone from the LGBTQ community, Casa de Maryland, or DVRP. Some individuals have been approached but declined. The Board Retreat will include a consideration of the coming year's goals, which will inform the selection of additional Board members.

#### ■ **FY 2016 MNADV Budget**

- Michaele Cohen distributed a draft budget and it was reviewed and approved by the Board. The budget will be revised and presented to the Board again when additional budget information is received:
  - The GOCCP grants have not been officially awarded and received (VAWA, VOCA, and BJAG).
  - OVW budget modifications for the current, multi-year federal grants have not yet been approved.
  - The FY 2015 grant expenditures have not been finalized. While annual grants are zeroed out, the multi-year grant starting numbers for FY 2016 depend on the final FY 2015 numbers.
  - The MNADV will need to purchase a new server during FY 2016 (estimated cost: \$10,000-15,000). This has not yet been budgeted. It may be paid for with current discretionary funding or additional funding could be secured.
  - The LAP staff has been restructured with state and national staff merged.
  - There were no overall salary increases, but there were two salary increases based on changes in responsibility as a result of the LAP staff merger.
  - Dave Sargent is retiring in spring 2016.
  - Discretionary funding will be needed for increased postage, printing, and IT costs as well as covering the work done during the legislative session by the Legislative Counsel. Additional funding may also be needed to cover costs not paid for by the grants.

- It was suggested that the MNADV have a spending needs plan for the Board to consider.

■ **35<sup>th</sup> Anniversary Annual Meeting and Awards Dinner – October 22, 2015**

Janet Blackburn, Development Committee Chair, reported on the event.

- **Sponsors** – to date, there are 23 sponsors, including 3 Platinum sponsors
- **Ticket Sales** – 63 tickets have been sold so far. This was a concern but it was noted that more tickets will be sold at the last minute and that more sponsors resulted in tickets being included in their packages (and not sold individually). Awardees and honorees will also bring in more registrations. The Board was asked to promote tickets sales. The goal is 125 tickets sold (including sponsors). Additional reminders will be sent via e-mail and social media.
- **Networking happy hour** - staff will be setting up a photo booth with props and signs. Janet Blackburn will be purchasing large balloons with the number “35.”
- **Dinner** – the menu has been selected and food will be served family style. Table decorations have also been selected.
- **Program** – the program agenda will include a welcome, the special video, and presentations to awardees, honorees, and special recognitions. A slide show will include awardee/honoree photos and quotes and sponsor logos. Live tweeting will be suggested. The 2014-2015 Annual Report will be available at the Annual Meeting.
- **Board tasks** were assigned:
  - Registration table: Tovah Kasdin, Tanya Sisler, and Karalyn Mulligan.
  - Greeters/hosts/users: Joan Stine, Laurie Duker, and Keyandra Brisco.
  - Sponsor greeters/hosts: Janet Blackburn and Lauren Shaivitz.
  - Set-up: Janet Blackburn and Karalyn Mulligan.
  - “Vannas:” Karalyn Mulligan and Jeff Spaulding.
  - Photographers: Kelley Rainey.

■ **Board Retreat**

Monday, November 16, 2015, 9:30 am-3:00 pm at The Living Room at Airport Overlook in Linthicum, MD.

- **Retreat Flier** was distributed to Board members.
- **Agenda Topics**
  - The following topics were suggested:
    - Awareness – including awareness activities
    - Fundraising/Membership – including discussion of a fundraising plan. It was also suggested that Cheryl Kravitz be asked to do a short presentation.
    - Board Dynamics (the role of the Board, election of officers, meeting schedule).
    - Legislation
  - Each Board member was asked to reflect (before the Retreat) on where they would like to see MNADV advance in the future and about their own individual passions, commitment, and responsibilities.
  - Team building – Karalyn Mulligan offered to provide an exercise to enable Board members to learn more about each other, their strengths and expertise.

- **Information for Board** – the staff will provide information in advance of the Retreat, including: an updated budget and draft budget plan (in consultation with the Executive Committee); the 2014-2015 Annual Report; a list of grants and what is covered.

#### ■ **Development Committee**

- Janet Blackburn, the Board’s fundraising champion, will be stepping down from the MNADV Board but will remain active in some ways. She was recently invited to present information about the MNADV to the Constellation IT Golf Tournament’s planning committee in January 2016. While staff cannot attend, Janet will ask if another Board member can go with her. The staff will provide informational packets with important information and statistics. Janet asked for stories/cases and quotes to share. The Board will brainstorm at the Retreat. If the MNADV received a substantial amount of money, it could be shared with the domestic violence programs.
- Janet also provided a tip sheet of “**Development Tips**” and reviewed them.
  - She noted the MNADV’s non-compete policy with local programs. It is acceptable to approach statewide, regional, or national organizations or use personal contacts with local businesses, vendors, or donors.
  - She noted past sponsors for MNADV events.
  - Many businesses, corporations, and foundations require an online application for funding requests. Some have giving programs.
  - Event promotion: colorful fliers and social media are helpful; carrying thumb tacks is also helpful as well as poster/flier tear-offs so the whole flier isn’t removed.
  - Store managers should be contacted in person.
  - Information packets – require multiple copies, including a formal request on letterhead, the 501c3 letter, and event documentation.
  - Direct asks require persistence, but many businesses have money to give. Emails and follow-up are necessary.
  - Online requests: companies often have particular focus areas and a giving page. MNADV staff handles these submissions in order to provide all the necessary information. A list of potential sponsors and grants has been developed.
  - It is important to recognize donors and to send thank you letters. The MNADV has a donor database.

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#### ■ **Executive Session**

**The next MNADV Board of Directors Meeting  
will be the Annual Board Retreat  
Monday, November 16, 2015  
9:30am – 3:00pm  
The Living Room at Airport Overlook  
785 Elkridge Landing Road  
Linthicum, MD 21090**