

**CLARK COUNTY MENTAL HEALTH FOUNDATION
DECEMBER 10, 2014 BOARD MEETING
MINUTES**

PRESENT:

John Federer, Chair; Brock Burcham, Randall Comer, Judy Hoy, Jerry Newport, Roseann Pratt, Carolyn Swanger

Mental Health & Recovery Board staff: Nancy Boop, Michelle Humphrey, Dr. Kent Youngman

OPENING REMARKS:

John Federer, Chair, opened the meeting by welcoming all those present.

APPROVAL OF MINUTES:

John asked if there were any changes to the Minutes of the October 2, 2014 Board meeting. It was moved by Randall Comer, seconded by Roseann Pratt to approve the minutes of the October 2, 2014 Board meeting.

Motion carried.

FINANCIAL REPORT:

Nancy Boop reviewed the financial report ending September 30, 2014. Nancy stated that the beginning balance on July 1st was \$287,430, with an ending balance of \$279,629 on September 30th. The reduction primarily came from grant awards.

It was moved by Carolyn Swanger and seconded by Judy Hoy to approve the financial report as submitted.

Motion carried.

FALL LETTER CAMPAIGN REPORT:

Nancy stated that, as of Tuesday, December 9, 2014, there was \$5,998 in donations received. She stated that checks are still coming in so the cutoff date for the campaign will be at the end of December or early January. Below is a summary of the campaign so far.

- Approximately 1,400 mailed
- Ten Board members (including Kent and Nancy) put personal notes on 422 letters (30%)
- Total of \$5,998 in gross revenue has been generated so far
- Total direct costs were \$127; results in net revenue of \$5,871
- Total of 98 donors, averaging \$61 per donation
- Of the 98 donations received, 58 or 59% had a personal note on the letter
- 92 of the 98 donors (94%) gave in previous years

John Federer stated that he thinks the message needs to be more geared toward a specific purpose and Randall Comer agreed that it needs to be more tailored. Jerry Newport suggested putting a target goal in the letter. Randall suggested finding a way to parlay matching funds and Nancy said that could be an option. John then suggested putting specific amounts in the letter and finding a way to freshen it up. Jerry thought the letter should be left the way it is but have a kickoff event at the beginning of each campaign. Brock Burcham

suggested looking at what was done differently in 2012 and 2013 because there was such an influx of donors in those years. Nancy stated that she will update the Board in January on the amount of donations.

ELECTION OF OFFICERS:

Next, John called for a vote on the following slate of names for new Board officers:

Randall Comer	Chairperson
Gail Welsh	Vice-Chairperson
Nancy Boop	Secretary/Treasurer

IT was moved by Judy Hoy, seconded by Carolyn Swanger, to elect the Board officers as presented.

Motion carried.

Nancy stated that Randall and the Executive Committee should look at the Board membership to see who can be rotated off and develop a process for recruiting new Board members. The plan is to adhere to the Board's Code of Regulations.

John thanked Nancy Boop and Kent Youngman for all that they do for the Mental Health Foundation and stated that he has enjoyed being on the Board and that it has been an honor. He then turned the meeting over to Randall.

MISCELLANEOUS:

Randall stated that an Executive Committee meeting needs to be scheduled in 2015. Nancy said that there needs to be a joint Funding and Grants Committees meeting at the end of January or early February to develop the RFP process for the spring letter campaign. Nancy asked if Randall would vest those committees to start the RFP process and implement the process without bringing it to the Board.

It was moved by Brock Burcham, seconded by Jerry Newport to vest the Funding and Grants Committees to develop and implement the RFP process for the spring letter campaign.

Motion carried.

Nancy stated that the Board will meet again sometime in April, 2015.

ADJOURNMENT:

It was moved by Randall Comer, to adjourn the meeting. Meeting adjourned.

Respectfully submitted,

Nancy L. Boop
Secretary/Treasurer