



Minutes
Board of Directors
Thursday, August 24, 2023

BOD Attendance: Ericka Young, Katie Williams, Julie Kratz, Corey Wiesner, Kathryn Buntain	
Staff Attendance: Suzy Sanchez	
Guests:	
Absent:	
Call to order: 1:15	By: Julie, Second by Ericka

Agenda item:	Strategic plan	Presented by: Suzy	
Discussion:		<p>Objectives for 2024:</p> <ul style="list-style-type: none"> - Apply to at least 4 grants - 1:1 Corporate matches annually - Suzy to send out a survey link for strategic plan objectives - STEM specific programming - Partnerships - Expanding our reach for next year - National after-school association Booth - Other conferences/conventions for libraries and such - Prospect lists of folks and organizations <ul style="list-style-type: none"> - Target profile, audience segmentation - Little Neighbors pre-school is funded through AR grants - Need for childcare centers in the area - Looking at red states for funding - Paid campaign list of categories that we have decided are good - Target profile created by Marla <p>Massive list of libraries and after school programs</p> <p>KW EBAY</p> <ul style="list-style-type: none"> - Annual cap for ebay is 10,000 	

	https://ebay.benevity.org/campaigns/20604
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Agenda item:	Check in	Presented by: Suzy	
Discussion:		Back to school basics workshop social media posts	

Agenda item:	Fundraising and Programming	Presented by: Suzy	
Discussion:		<p>Corey's org is going to be more involved than he realized so we need to try a different approach as the project goes through executive leadership.</p> <p>KB - Did not hear back from any of their clients for donation. Maybe we need to engage outside of donating. Tangible feeling for the corporations. What does it get you access to? More hands on.</p> <p>Present some programming material for the corp sponsors. ERG market could be helpful to boost funding. Working parents groups, women's groups, BIPOC groups, etc.</p> <p>Connect with KB offline on ERG groups</p> <p>Unilever - dove program is huge on DEI</p>	

Agenda item:	New business	Presented by:	
		No new business	

Adjournment at		
Move to adjourn by: 1:53 pm by Katie	Seconded: Kathryn Buntain	

