

**It's a Breast Thing Non-Profit
Board Meeting
January 17, 2022
Minutes**

Board members in attendance: Malinda Barr(MB), Suzi Wyman(SW), Barb McKesy(BM), Colleen Horstmyer(CH), Sandie Bushard Rizer(SBR),Joni Johnson(JJ),Carol Rapson(CR), Sue McPhail(SM), Judy Tegreeny(JT), Tammy Guastella(TG)

Members Absent:

Members not in attendance:

Call to Order: MB 6:30 p.m.

Read Mission: SM

MISSION STATEMENT

The mission of *It's A Breast Thing* is to **ENHANCE** the lives of breast cancer patients thru financial grants, provide **SUPPORT** to survivors and families, all while establishing strong **PARTNERSHIPS** with care providers.

Approval of Agenda: Motion to approve TG, BM seconded. Ayes: 10. Nays: 0. Motion approved.

Approval of Minutes : Motion to approve SBR, SW seconded. Ayes: 10. Nays: 0. Motion approved.

Intro from Pres: 3 goals for IBT to accomplish this year:

1. Establish secondary fundraising effort as an organization.
2. Need more people to get involved to lessen the load on BM.
3. SBR, JT and MB, met to discuss the board manual. Needs to have guidelines, baselines, and expectations of board members.

Focus on fundraising to generate more revenue to fund our efforts.

Recruit people who can bring Time, Treasure, Talent to IBT.

MB wants to do a retreat at the BARRN this summer. The purpose is to brainstorm on who would be inline to work on committee, add to the committees and seek replacements for board members.

Financial/Budget Report – Suzi emailed report from Brenda to board members and several items were questionable:

1. Calendar Sales YTD 2021 – Why Realized Gain/Loss & Unrealized Gain/Loss are listed that way?
2. Amount of losses (18,201.53 & 26,363.50) why such a loss?
3. Amount of \$7,820 for #SmallActs seems high.

SW is following up with Brenda for verification on these numbers.

Motion to approve Financials with possible upcoming changes: Motion to approve: JT, TG seconded. Ayes: 10. Nays: 0. Motion approved.

Standing Team Reports (Chairperson of committees will submit report prior to meeting)

- **Executive** –No Report
- **Marketing** – Suzi
 - Website Changes:
 1. TG, BM, SBR and JJ are making changes needed for the event portion of the IBT website. Information needs to be consistent and some content needs updating.

2. Question asked about cost increase for bra decorators and exhibitors so changes can be made to the website, but MB doesn't want any increases.

- **Event - Suzi**

Profit from 2021 - \$50,000 includes calendar sales and the event.

TG asked if donations were included in this number and SW said they were not.

TG is breaking down cost/expenditures from event and will distribute and JJ wants to share this information with OUTREACH.

Theme for 2022 – Careers/It Takes a Community

TG is contacting Eagle Eye to negotiate pricing for 2022 event.

- **Development**

SBR, JT and MB met to discuss the Board Manual and what it should look like. Should be a fluid living document, with guidelines, baselines and expectations of board members. Will be sent electronically to board members by the February Board Meeting.

- **Grants: Suzi**

1. Total awarded in 2021 - 168
2. Grand Total Grants – 483

\$1,000 grant received from the Sparrow Foundation.

If anyone knows of grants that are available. Let JT know and she will submit the paperwork.

- **OUTREACH - Joni**

1. New Committee Member, Tiffany Wilson (2022 Calendar Model)
2. QR Code Update

JJ would like QR code updated due to the lack of information.

MB wants to know how the code is used and who the target audience is.

Who do we want to communicate with and who would benefit from this.

CR is looking at the content from a medical standpoint and making sure information is up to standards. JJ will follow up at February meeting.

3. Fundraising

- a. February E.L. Title Boxing – On Hold
- b. Front Room Underfashions – On Hold
- c. Golf Outing (TBD) Possibly next year

4. #SmallActs – Judy

JT suggested creating a newsletter that will be sent to donors, sponsors, companies, vendors, exhibitors, models, grant recipients, etc.

The content will be determined by board members and JT will create it and send it out. There could be a special promotion included in each newsletter.

MB is sending a list of categories and each board member needs to choose 5 that you would like to see in the newsletter. The QR code will be included.

Board members need to submit content to JT at least 1 ½ months prior to publication.

The July 15th deadline for sending content is approx. June 3rd.

This can be considered as one of IBT's goals for 2022 due to the fundraising aspect.

Old Business

A list of calendar girls is located in IBT account, Sheets, Mailing File.

#SmallActs – Chapstick replaced hand sanitizer as a giveaway.

SBR is contacting her daughter about her donation to IBT from wood sales.

Board Manual is being completed and ready for distribution in February.

TG got approval to move forward with getting a proposal from Eagle Eye for the 2022 event.

New Business

MB has 3 Board Goals for 2022

1. Board Manual will be done for February Board Meeting.
2. Secondary Fundraising Event – Newsletter will accomplish this.
3. Systems and Procedures in place to help with decision making, etc.(under board manuals)

Financial –

Each committee will have their own budget.

What does the Board want to accomplish in 2022?

1. JJ wants a budget in place for OUTREACH
2. TG wants to see more grants issued in 2022
3. Need sponsors, funding and foundation monies
4. JJ will follow up with MDHHS
5. SBR wants to see every aspect of IBT to grow in all areas

Next Board Meeting

February 14, 2022 Via Zoom 6:30 p.m.

Call for Adjournment: MB

Motion to adjourn: Motion SW, Seconded BM. Motion carried.

Adjourned: 8:45 p.m.