

**SOUTH ORANGE/MAPLEWOOD COMMUNITY COALITION ON RACE
February 22, 2018 Meeting**

Call to Order: Acting Chair David Harris convened the meeting at 7:36 PM.

Present: Carol Barry-Austin, Colleen Breslin (late), Catherine Cronin, Tegan Culler, Dean Dafis (late), Deborah Davis Ford(left early), Nancy Gagnier, Leila Gonzalez Sullivan, David Harris, Fred R. Profeta Jr., Kelly Quirk, George Robinson, Audrey Rowe, Erin Scherzer, Reynaldo Tapia, Barbara Velazquez and Meredith Sue Willis

Absent: Stephanie Lawson-Muhammad, Robert A. Marchman, Rhea Mokund-Beck,

Excused: Lee Boswell May, Abigail Cotler, Walter Clarke and Nina Essel

Chair's Report: None

Minutes Approval: George Robinson moved and Leila Gonzalez Sullivan seconded approval for January 2018 Minutes with the following correction: spelling of Ficarra pg.1, comma between Robinson and Erin under Nominations Section and singular for Liaison. Minutes passed with one abstention.

Executive Director Report: See ED Report distributed earlier. Additional Highlights:

- Money continues to come in for Luminary Project (\$199). Project was amazing
- Senator Booker sent a letter acknowledging the Coalition's Black History Month participation
- Promote *Benevity Causes* as a donor matching option. Coalition received a \$350 anonymous donation through this channel. It also is a source for volunteers. *Volunteer Match* is another site where we are registered.
- Kelly Quirk has found a Project manager for the Coalition's Nation Builder implementation in Andrew Prodiazia of South Orange. The timeline currently projects a July 2018 launch. Next steps is a 2 week trial before paying as a new user.

Program Director Report: See PD Report distributed earlier. Additional Highlights:

- Apologies to the Schools Committee for omission of their Minutes
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Schools Committee Update:

- SOMSD Superintendent's Resolution to collapse levels in the STEM (Science, Technology, Engineering and Math) related courses at Columbia High School was passed by the BOE with a vote of 7 to 2.
- Data presented in the report was described as "the most compelling seen in forty years" and reflected the undeniable harm resulting at the lower levels.
- A copy of the Resolution was distributed to trustees and is also available at the Village Green online publication with a link to the entire presentation.

Development Presentation (See PowerPoint Handout)

- Tonight's presentation is the first step in the How We Raise Funds Program developed by Finance & Development Committee members Leila Gonzalez Sullivan, Kelly Quirk and Erin Scherzer along with ED Gagnier. The program was developed in response to continuing loss of large and consistent Coalition donors and a review of the Coalition's sources of funding.
- Committee members highlighted the importance of trustee communications to generating funds through 1) Providing Contacts 2) Asking 3) Researching Sources and 4) Building Relationships.

- The Coalition's Fund-raising Trends Report over the past 10 years was reviewed (See document distributed)
- The four Asking Styles for fund raising (Rainmaker, Go-Getter, Kindred Spirit and Mission Controller) were reviewed and the assurance given that everyone can participate in fund-raising using their own personal style.
- Trustees were grouped by style to complete a small group exercise of practicing their individual “pitches” on why the Coalition is a worthy donation recipient.
- Overall goal is to increase fund raising through consistent trustee communications with potential donors.
 - Thirty percent of donations in recent years have been solicited from only 6 people in the organization proving that personal notes/solicitations are more effective.
 - Each trustee is asked to submit 10 or more contacts for the office to add to the solicitation database.
 - Everyone in the Coalition's database will be assigned to a trustee for contact.
 - Lapsed donors will be included as well as new donors
 - Trustees are asked to cultivate 3-4 donors using monthly contacts throughout the year.
 - Contacts may be face-to-face, by phone, by email, a note etc.
 - Sample email texts will be shared for use with contacts.
 - Current list of assigned and unassigned prospects will be sent to trustees by the ED.
 - Summary of results will be sent to solicitors at the end of the fund raising campaign
 - Reminder was given that all lists including donor names and amounts are confidential and not to be disclosed or used for other purposes

Trustee Fellowship

- Trustee and psychologist Barbara Velazquez led the Board through a review of the importance of fellowship for building cohesiveness in our organization and sustaining membership (See Hand-out)
- Trustees were asked the rate our current level of camaraderie and to consider where they would like that level to be for team performance, as well as personal satisfaction.
- Ideas to increase Board fellowship were offered by the group including once a quarter pot luck/social hour replacing the issues segment of the Trustee meeting and a weekend retreat allowing for more informal, small group interactions.
- Acting Chair David Harris indicated this would be taken back to the EC for scheduling.

Fiscal Sponsorship

- Trustee Quirk presented on behalf of the EC a request from SOMA Justice for the Coalition to provide pass through fiscal support for funds collected to address financial inequities of SOMSD students for such functions as student musical participation, prom expenses, sports team fees and equipment, etc.
- Support would be provided on a trial basis and would carry an 8-10% fee payable to the Coalition for administrative overhead.
- Student recipients would be identified through the Parenting Resource Center
- Input was offered that the Coalition has provided similar support to other local mission-related organization in the past (Voices in Harmony and Black/Jewish Seder) and have a process in place.
- The following motion was made by Trustee Kelly Quirk and seconded by Fred Profeta Jr.:
 “That the Community Coalition on Race provide fiscal sponsorship for SOMA Justice to address inequalities in student extracurricular access in the South Orange-Maplewood School District effective immediately through June 30, 2018, subject to renewal annually.”

- Motion passed unanimously

Liaisons Reports:

Maplewood:

- Maplewood Township Committee Liaison Dafis announced that two police chief candidates for the Maplewood Police Department will be interviewed next Saturday and presented to the community to hear their statements and ask questions on Monday, March 5 at 7:30 PM, the Woodland. Trustees are encouraged to attend.
- A Police Charter meeting will be held March 7th to finalize the Community/Police Relations Board being proposed.

South Orange:

- Village Trustee Davis Ford reported that the South Orange Village 2017 payment to the Coalition has been received and the 2018 request needs to be submitted before the transition in administrators occurs.

New Business: None

Announcements:

- Trustee Lee Boswell May is in rehabilitation at the Care One Center in Livingston, and flowers were sent on behalf of the Board. Please see Barbara Velazquez to contribute.
- Trustee Velazquez announced that the Community Coalition on Race, SOMA Justice, SOMA Caribbean and Essex Rising will be participating in a weekly radio broadcast on WYZE out of East Orange. Barbara will be coordinating initially and producers are being recruited. The station is managed by Anselm LeBourne, the show will be hosted by Frank McGehee and will air on Sundays from 9:00 – 10:00 AM.

Adjournment: The meeting adjourned at 9:40 PM with a motion made by Fred Profeta Jr. with second by Leila Gonzalez Sullivan. The next meeting is March 22nd, 7:30 PM at Prospect Presbyterian Church, 646 Prospect, Maplewood NJ.