

SOUTH ORANGE/MAPLEWOOD COMMUNITY COALITION ON RACE
November 21, 2019 Meeting

Call to Order: Vice Chair Kelly Quirk called the meeting to order at 7:33 PM

Present: Carol Barry-Austin, Lee Boswell May, Abigail Cotler, Tegan Culler, Nancy Gagnier, Leila Gonzalez Sullivan, John Kerner, Kristin Mahoney, Robert A. Marchman (by phone), Fred R. Profeta Jr., Kelly Quirk, Audrey Rowe, Ed Stuart, Barbara Velazquez and Sue Willis

Absent: Nina Essel, Rhea Mokund-Beck, and Reynaldo Tapia

Excused: Colleen Breslin, Catherine Cronin, Dean Dafis, David Harris, Summer Jones, and Erin Scherzer

Minutes Approval: Motion to approve the October 2019 Trustee Minutes was made by Ed Stuart with a second by Leila Gonzalez Sullivan. Minutes were corrected on page 2 to Schools Committee "role of advocacy". Abby Cotler moved for approval with corrections and motion passed with 3 abstentions.

ED Report:

Financials:

The ED directed trustees to the November financial reports sent earlier and indicated there are no significant changes

- Minor changes were made shifting small items
- Purchase Order has been sent to Maplewood for \$17.2K for second half of 2019.
- Reminders were sent for outstanding payments related to the Annual Dinner

Annual Appeal:

- Appeal letter is ready for personal notations.
- Instructions were given to trustees with request that letters be returned to the office for mailing by Dec. 2 or be mailed by that date with notification to the office.

Other

- Community Coalition received an award from the Vincent A. Huggins Foundation and will be recognized at a luncheon on December 8th. Four seats are available for trustee attendance.
- The Coalition Chair and ED met with the new SOMSD Superintendent yesterday to inform him of the work and contributions of our organization. The meeting went well with mutual understanding and agreement.
- The first SOMA follow-up session for the NYT1619 Project focused on the economics of slavery and Barbara Velazquez is to be congratulated for her insightful presentation on the Racial Wealth Gap. Notes from the discussion that followed will be posted on the Coalition web site.

Program Director Report

- Trustees were directed to the Program Highlights sent earlier in the Trustee Packet.
- Additional detail was provided for select items in the Highlights.
- The Holiday Party date should be amended to December 11th. Wine will be provided with no need to BYOB.

Nominating Committee:

- The following updates were shared before the vote:
 - Trustee Reynaldo Tapia is resigning to take an assignment in Saudi Arabia for a year
 - Maplewood will have 2 liaisons to the Board and South Orange will have one.
 - We no longer have a BOE liaison, but our Schools Committee will continue to lobby for one.
 - Trustees can vote for individuals or the entire slate
 - New Trustees' stated interests follow: Niv is interested in Marketing, Liz is interested in Interfaith Outreach, Allison is interested in Residential and Marty is interested in Schools.

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- The vote was taken and the entire slate passed
- The EC slate is being developed for vote at the December Annual Meeting. Bios of interested parties should be sent to the office 2 weeks before the December meeting so that trustees can review them before the vote. There will be no EC nominations from the floor.
- New trustees will be notified of their election and invited to attend the Holiday party, but not the Annual Meeting.

2020 Budget Discussion:

- ED Gagnier opened the discussion with acknowledgement that the organization overall is raising more money through donations, special trustee gifts and our successful Annual Dinner with the Fund-A-Need addition
- The 2020 budget was reviewed starting with Income
 - Income projections for 2020 are conservative, based on historical trends.
 - Fall and Spring Mailing contributions were down, but the Annual Dinner, Luminary Project and MLK Donations were up.
 - We expect to raise \$10K from the end-of-year appeal.
 - Fundraiser “other” is a place holder for a second event which we did not hold this year.
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 - The Luminary Project goal this year is 2000 kits at \$10 donation per kit.
 - Our South Orange budget request is increased by \$2500 this year, moving closer to Maplewood’s contribution.
 - The 2020 Budget reflects the possibility of adding \$500 in investments to build interest income.
 - Moving from Hartford to ADP for payroll will result in considerable savings.
 - “In Kind” reflects return of honorariums as donation and professional services given for free.
 - We may end this year with a surplus

COMMENT: We should remember to acknowledge the SOM School District for their space and printing support as “In Kind”

- Review of the Expense side:
 - Luminary expense for supplies must be added before the vote next month
 - Most committee expenses carryover from previous year activity.
 - Study of the Social Science/Demographics of Black In-mover decline will be pursued by MERT using part of the Profeta contribution. What we learn from this research effort can be integrated into the targeted marketing effort.
 - Marketing budget increase includes a Marketing Consultant for approximately 9 months to lead our targeted marketing effort and replaces the Publicist with a Marketing Assistant function at \$6K less to handle general promotions needs.

Discussion on Schools Committee:

- Comments was made on the importance of how we tell the story about our schools being critical to any successful marketing effort
- Schools issues are critical to every effort and every committee in the organization
- Schools committee needs support and younger, more active participants
- Research data would be very helpful on positioning the work and progress of the Schools committee’s and the District’s efforts.
- Tegan Culler and Leila Gonzalez Sullivan of the MERT Committee will be sharing related demographics with the Schools committee
- Areas to consider include more communication about our work on the Academic Achievement Gap, outreach to black parents expressing difficulty and mentorships to help struggling parents. NOTE: Parenting Center should receive these parental support referrals.

Liaison Reports:

Maplewood: Liaison Excused

- Maplewood Mayor will be Frank McGehee and Deputy Mayor Dean Dafis for 2020
- Maplewood won an environmental award at the League of Municipalities

South Orange: Excused

New Business: 2020 Census: Essex County Complete Count requires focus with our immigrant community. We need to assist in getting the word out through materials and our e-newsletter

Adjournment:

Move to adjourn was made by Kristin Mahoney with second by Fred Profeta, Jr.. Meeting adjourned at 9:19pm

Next Meeting: Thurs. December 19, 7:30 pm, Prospect Church, 646 Prospect St. Maplewood NJ.

Submitted By: Audrey Rowe

Secretary: Carol Barry-Austin