



Board of Directors Meeting
April 17, 2018

Board attendance

Carla Hartsell, Dave Bunkers, Mary Ellen McNally, David Lord, Cheryl Solze, Jan Martin, , Lynne Jones, and Steve Baron

Staff attendance

Pat Ellis, Deb Ridsen, Robyn Handy, Lorri Orwig, Cathy Grossman and Paula Humber

Board meeting called to order by Carla Hartsell, Chair at approximately 4:02 p.m. Board member attendance did not reach quorum status for the approval of the Consent Agenda which is comprised of the Minutes from the March 20, 2018 meeting and the CEO report. Carla made known to the board Robyn's resignation during the Finance Committee meeting. Carla and the board extended their congratulations and thanks for all her hard work during her time at Silver Key as Chief Financial Officer. Robyn will be joining Ent Credit Union in May.

Finance- Robyn Handy reviewed the financials included in the board packet.

- Silver Key expects to receive carry-over funds from PPAAA in the sum of \$85k. Spending deadline is June 30 (end of fiscal year);
- Capital Campaign – started making mortgage payments; less than \$800k remain to be raised;
- Social Enterprise – Financials were included in the packet;
 - For clarification, the structure of the Social Enterprise entity known as Key Benefits is a stand- alone "C" corporation under Silver Key Senior Services, with a separate Board of Directors;
 - The business plan was established in 2016;
 - Silver Key Operating Board agreed to fund Key Benefits' startup costs;
 - Key Benefits continues to have agents write plans and commissions are split with Silver Key;
 - Currently there are minimal expenses, other than the repayment of the startup costs; and administrative duties have been brought in-house;
 - First quarter commissions expect to be completed by the next meeting;
 - Changes in the referral process have caused a need to recalibrate the business plan;

Volunteers- 3rd week in April is volunteer appreciation. Lorri Orwig distributed a handout which defined the importance of volunteers and their financial impact to Silver Key to continue to provide services. Lorri also gave an overview of the volunteer process and how volunteers are acquired.

- Conduct interviews to determine their interest, availability and fit with Silver Key;
- Subject to background check & screening;
- Random drug testing if placed in a position of driving
- New orientation video will be available on our website in July;

Some of the financial burden for background checks is offset by asking volunteers to donate the cost. The demand for volunteers is growing as well as the interest to volunteer; largest need is always in transportation and meals on wheels.

Committee updates:

Development - No meeting held; newly created and part of the Marketing/Development Committee. Please notify Paula of your interest.

Building

A meeting is set for April 23 with Tom Cone to discuss the potential housing development of the vacant lot. Will report next month.

Capital Campaign- Lorri reviewed the handout included in the packet detailing the completion strategy

- Grant approvals expected to hear by the end of May;
- Left to raise after grant approvals - \$385,450;
- Begin marketing push & develop the public phase;
- Suggests combine Steering Committee and Development Committees;

Challenge Grant –David Lord proposed reaching out to individuals for a matching gift challenge which would assist with the close of the campaign;

- Lane Foundation would not be issuing any RFP before 2019;
- Loo Foundation – RFP will be issued this week;
- IRA distributions and Enterprise Zone credits also as means for donations

Nominating Committee – did not meet.

Marketing Committee – did not meet.

- Cathy Grossman gave an overview of the handout supplied in the board packet addressing services/program branding;
- Identifying naming structure of Silver Key's programs;
- Community perception of Silver Key services/programs names;
- Renaming to include "Silver Key" in front of all services/programs for a visual identity to Silver Key

Rockin- The British Invasion – August 25 – Cheyenne Mountain Resort

- \$55.5k in sponsorship commitments; goal is \$80k;
- 24 tables committed; 18 left (\$1,500 per table of 10);
- "Board Booze Basket" auction item; please consider a donation to the basket;
- Consider hosting a table with friends;
- Paddle raise goal between \$40k - \$50k; focus is still in the works; ideas are welcome;

Social Enterprise – What other opportunities?

- Edson Foundation Grant – collaborative with the Quad (comprised of CC, PPCC, AFA and UCCS students)- only 1 award given;
- \$10k grant with a \$40k low or no-interest loan;
- Grant submitted by Silver Key and awarded; focus was placed on other ways to use the kitchen through feasibility study and marketing plan;
- Meeting scheduled with Gary Geiser (buyer of Bott location) for collaboration of ideas;
- Opportunity for part-time employment for seniors and/or interns from Atlas Prep and inter-generational programs;

Old Business

- Board Retreat Update – summary will be distributed at each meeting on the progress of goals

New Business

- Guardianship - Silver Key is a member of the Pikes Peak Elder Abuse Coalition (PPEAC)
 - 30 court appointed individuals – current capacity for Silver Key;
 - Silver Key staff and PPEAC have developed a plan to train and monitor volunteer guardians within the community;

- Silver Key has been acknowledged and recognized by the courts and the PPACG's Ombudsman program as a stellar example of how guardianship should work;
- Difficult program to fund; received small assistance;
- Grant request recently submitted to the Colorado Springs Health Foundation and should hear very soon;
- Silver Key staff available 24/7; rotate on call;
- Carryover funds – unspent funds to be spent into next year, reallocated and applied for; Silver Key will be receiving \$85k to be used for unpaid rides and updated transportation tablets, among other needs;
- Silver Key was nominated for the Joe Henjum award; not a winner though;
- Silver Key will be recognized as a community partner of Goodwill at their annual dinner

Other business:

- Steve Baron announced Kaiser Permanente is going through a reorganization and his position is being dissolved; expects to continue service on the board as long as possible; will keep all apprised of status;
- Board attendees present unanimously approved the consent agenda go out via email for vote and approval; Carla Hartsell abstained from voting;
- Rocky Mountain Chef Showcase – seats are still available – Silver Key Chef Gerry Coulter will be participating on May 3rd; let Lorri Orwig know if you are able to attend.

Meeting adjourned at 5:02 p.m.

/s/: _____
Amy Silva-Smith, Secretary

Paula Humber, Recorder