



Silver Key Development Committee Meeting

Minutes

Tuesday, November 8, 2022

Zoom Invite ~ 7:30 AM

	Topic	Owner	Action
I.	<p>Welcome</p>	Cari Karns, Chair	<p>In attendance Cari Karns, Greg Broeckelman, Beatriz Arsuaga, Cindy Johnson, Derek Wilson, and Joanne Dreher. Absent: David Lord, out of town & Dick Wilhelm. Per Derek, Dick may be transitioning off this committee. Dick had emailed that he wasn't able to locate the Zoom link.</p> <ul style="list-style-type: none"> Joanne to include it in the agenda email as well as it will be in the calendar invite under location and the bottom note area of the invite.
II.	<p>Old Business</p> <p>A. Review/Approve minutes August 9th minutes</p>	Cari Karns	<ul style="list-style-type: none"> Joanne had sent an email requesting attendance from the August 9th meeting to help re-create the meeting minutes. She asked the committee if they recall attending. Greg stated he believed the meeting occurred and he had attended. The committee will check calendars and notify Joanne via email if they had attended or not.
III.	<p>New Business</p> <p>A. Upcoming happenings</p>	Derek Wilson	<ul style="list-style-type: none"> Bountiful bags received a lot of media attention this year. The goal was \$25,000, last year \$27,000 was raised. This year to date, we have come in at over \$45,000. Care and Share doesn't have the resources they did in previous however, goods were received from them. Silver Key received a donation from Sysco, our food supplier including \$1000 and canned goods. King Soopers gift cards are now at \$10 each instead of \$5. The team is really feeling good about each bag getting a 500+ items in goods. Jayme H. spoke to Scheels, and they



Silver Key
Connections
Café

Silver Key
Home
Delivered
Meals
Including Meals on Wheels

Silver Key
Reserve
& Ride

Silver Key
Friends
Thrift
Store

Silver Key
Health
& Wellness



had agreed to being a drop off site for the Bountiful Bags and was the highest producing site. Cari commended the team on almost doubling the goal.

- “Bringing Hope Home for the Holidays” is the theme this year. Some of the projects are multiple marketing and video recordings of identified clients, homemade cards and corporate Cards will be sent with a recipe on the backside as well as a bookmark and some candies. There are approximately 300 knitted items that the team is coordinating to give out. There will be a card that lets clients know if they need someone to talk to, to reach out to Silver Key. This aligns with the initiatives and grants.
- Staffing updates: Roxanne is currently on leave, Sean is out due to a family emergency, Alli just returned from vacation. Derek and Madison have been covering the departments. Team individuals are setting goals of raising financial funding.
- Hoping to see Silver Sneakers grow with the YMCA in that community. More to come.
- Board participation is needed: Reminder to the committee to speak with individuals in their networks and encourage donor engagement. Cari asked if there’s a list or specific ways to reach out; make phone calls, etc. Derek will speak with Sean regarding specific ways the board can help. Derek asked for the board to be involved in events and engaging with the donors and attendees. Cari requested that a calendar invite for those events be sent out instead of emails. It was agreed by the committee that the invite is a good reminder, and they can accept or decline it. Please pass on the information from Silver Key either via sharing on social media, talking about it and sharing the updates, events, and SK information. References for Board, Proud to be Silver Key, 123 as talking points. Sharing, liking, and commenting on the Silver Key



Silver Key
Connections
Café

Silver Key
Home
Delivered
Meals
Including Meals on Wheels

Silver Key
Reserve
& Ride

Silver Key
Friends
Thrift
Store

Silver Key
Health
& Wellness



social media Giving Tuesday, go into the Power to Give portal and set it for Silver Key.

- Discussion around Colorado Gift Day.
- Upcoming Board Meeting: Cari asked what could be brought up in next weeks' board meeting. Derek asked to bring forward participation from the board including attending events or asking someone they know to attend. Beatriz recommended reviewing the board expectations at the next meeting to help educate the new members and as a reminder to the entire board.

IV.

Adjourn

8:10 am