



Friday May 26, 2023

9:00 AM – 3:30 PM

At El Pomar Penrose House

Minutes:

1. Introductions

a. Jason to Introduce: Sanquetta

- i. Sanquetta Russell is a Senior Human Resources professional at VidaHR since April 2023, leveraging over 10 years of experience in education and healthcare. As an HR Business Partner, she offers guidance and assistance to clients, aiding them in achieving their strategic goals while managing risks. With a robust background in HR management, employee relations, and recruitment, Sanquetta has established strong relationships with clients, holding degrees from Colorado Technical University and various HR credentials.

b. Round robin introductions of staff and board members

2. Notifying that the Meeting is being Videotaped (Sanquetta)

- a. Share that the video will be sent to all board members unable to attend or who had to leave early.
- b. San and/or Holly will follow-up with other board members to gather feedback regarding video content and directionality.

3. Setting the Expectations (Sanquetta, Jason, Shahera)

a. Clarify purpose: Heuristic Thinking, Not Formal Decisions

b. Not a Review of Financials

c. Emphasize Confidentiality on Acquisition Discussions

d. Strategic Conversations to Remain at the Board and Leadership Level

- i. Where are we in the core services and financially sustainable; transportation, nutrition (MOW). Why don't we do more aggressive fundraising?
- ii. Jaime spoke to the status of the development team. How can we open some new revenue streams including individual donors? We need to increase the stewardship of our current donors. Have a list and create portfolios and create a strategy of those individual donors. We are looking at the loyalty donors for the Ask event. We're watching Five Wishes. We are looking at asking for higher amounts of donations from corporations.
- iii. Clients served by Silver Key are served well. Laurie W. shared the quality of services. A client who is served in our system is logged into our Silver Line system to determine what services they need in addition to what they are asking for. The Pantry for example became more than just food and we can meet the individuals' holistic needs. Silver Key is a safety net for many in the community.

4. Provide Background Information (Jason, LT, and Board Members)

- a. Share Definitions and Additional Context to the Various Ideas Being Considered (Joanne provided handouts) – reviewed.

5. Lunch at about Noon

6. Encourage Open Discussion (All)

- a. Brainstorming
- b. Facilitate Robust Discussions on Available Options

- c. Facilitate Heuristic Thinking
- d. Creative Thinking and Consolidation of Ideas
- 7. Determine Board Members' Interest in Strategic Direction(s) (Sanquetta)
- 8. Outline Next Steps (Sanquetta, Jason, and Shahera)
 - a. Future Evaluation and Decision-making Process
 - i. Combined Federal Funding campaign; Marie to provide Jaime with contact information.
 - b. Allocate Additional Resources for Thorough Assessment
 - c. Follow up early in the fall.
- 9. Adjourn 3:30 pm

Note: Documenting Key Insight

Funders

Donations	15%
Estates/Trust/FDN	11%
Events	3%
Non-Government Grants	6%
Indirect Contributions (Empty Stocking & United Way)	2%
Government Grants	3%
Government Contracts	46%
Program Fees & Client Donations	<u>14%</u>
	100%
Total \$5.5 million	

Reminders:

- July 11, 2023, Silver Key Senior Summit
- Jayme H. will send Joanne the PDF.