

ASSOCIATION FOR CATHOLIC CHILDHOOD

Minutes for June 5, 2017 ACC Board Meeting

President Maureen Britt called the meeting to order at 6:45 p.m., followed by opening prayer offered by Deirdre Brownlow entitled "Prayer of the Optimist."

In attendance were Maureen Britt, Deirdre Brownlow, Theresa Gallant, JoAnne King, Barbara Easter, Mary Roddy, Patty Shepard-Barnes, Anne Read-Andersen, Marilyn Price, and Mary Lou Wickwire.

MINUTES: Still to be drafted for the May luncheon meeting.

PRESIDENT'S REPORT:

Guest speaker: Ashley Almon of LifeLens/Ocaprio described the video project as contemplated by ACC to mark its 100th anniversary. Several people will be interviewed, with the final video and its professional sound being whittled down to about three minutes. The cost is approximately \$3500. Similar video projects have helped the Junior League and Big Brothers/Big Sisters significantly increase their donations. The video can be shown at the 100th anniversary celebration and can be posted to social media. After Ashley departed, a motion to engage her company to produce the video was made, seconded and approved.

Labor of Love: Procurement will need to start earlier this year to meet the time requirements of several corporate donors. Barbara Easter volunteered to help get procurement letters out in September. More volunteers are also needed to input data, etc. so the work is more evenly distributed.

Many thanks: Joan Walton was thanked in absentia for her years of service on the board, as she steps down from it and as chair of the membership committee.

COLA adjustment: The board moved and approved a COLA adjustment to Deirdre's salary in recognition of her hard work on behalf of ACC.

Advertising opportunity: The board considered placing a quarter page advertisement of the 100th Anniversary and name change in the NW Catholic Guide. The motion was seconded and approved.

TREASURER'S REPORT: Mary Roddy furnished a balance sheet and profit and loss sheet for the prior month. Mary reported there is approximately \$833,115 in the endowment fund. She also noted that ACC received \$500 through our Give Big Drive.

NEW BUSINESS:

Board membership: There was discussion as to who is included on the board, per the bylaws.

Bequest: Deirdre reported that Dorothy Schmitz's estate made a bequest to ACC and Dorothy's daughter brought in a check on behalf of her mother.

Calendars: Deirdre is planning on ordering 500 calendars after canvassing circles about their potential requirements. (amended to 1000)

Swag: Other advertising opportunities were considered besides our traditional calendars: tote bags and mugs with the new logo (which is still in development) were both proposed.

New logo: Theresa Gallant reported on the input of 2Pollard Designs as to the fashioning of the new logo. 2Pollard advised us to keep the waif but re-design the text with a new font. The waif, with its flowing and distinctive hair, is especially effective as a watermark. Stationery will be changed from cream to white. Theresa received a bid of \$1,275 (about 15 hours of 2Pollard time) to update the logo to suit modern tastes yet be relevant for the next century; to research and select stronger fonts; and to do three rounds of edits to come up with a strong, identifiable ACC logo.

COMMITTEE REPORTS:

Membership: A new chair will be recruited since Joan Walton has stepped down from the board.

May Luncheon: Marilyn Price reported that the May luncheon was a big success, both in terms of creating community and financially. The luncheon made a \$575 profit, with the raffle raising \$2,855.

CIRCLE PROJECTS

St. Therese Circle: A wine-tasting fundraiser will be held August 20th at Woodhouse Wine Estates in Woodinville. Time, cost and other details will be disseminated over the summer.

Meeting adjourned at approximately 8:00 p.m.

Respectfully submitted,

Anne Read-Andersen

(Morning meeting secretary)