

Advancement Committee Meeting Notes

November 13, 2023

Present: Gail Crooks, Jeff Say, Christie Ludlow, Ellen Phipps, Caroline Smeltz

Discussion:

Gail advised that based on discussions at the last committee meeting, she had recommended to Ellen the standing committee agenda include a grants update, a fiscal reports review, and an outreach plan report. Meeting attendees were in support of this structure. Gail also noted that while the development and recommendation of fiscal procedures as an expansion of the Board's adoption of fiscal policies was still a committee action item, it was recommended that Ellen refine the examples collected to focus on AT practices and needs and distribute to committee for review prior to group discussion at a future meeting.

Ellen provided an update on grant activity, reporting on grants received and status of approved grants not yet received. Group also engaged in discussion around other grant opportunities not included in FY 2024 budget plan. It was reported there was no additional unplanned grant activity at this time beyond what had already been reported to the Board as a whole, but Ellen and staff remain open to opportunities that may become available in the future. Jeff provided information on potential resources as part of the UVA Young Professionals Council and Fauquier Young Professionals in seeking support of younger populations for seniors. It was also discussed the Culpeper Chamber of Commerce just started the Futures Foundation and there may be a tie-in to dementia-friendly business and while CoC is oriented for businesses it may be open to non-profits.

The financial reports for October were reviewed for monthly activity and year-to-date status. It was discussed the budget had not been formally revised to reflect the Board approval in August of the personnel changes effective October 1. Brief discussion was held on timing of local government contributions and status of year-to-date expenditures currently in excess of year-to-date revenues. It was agreed that timing of both were contributing to current reported deficit but that overall, both expenditure and revenue activity were appropriate and did not present concern. Specific observations included: Dementia Conference registrations may not be fully reflected in report due to timing but should be in the November reports; Ellen was to follow up with Orange County on status of their funding for AT; Regional Commission (RRRC) receipts were behind due to being aligned with federal fiscal year and significant lump sum was anticipated in very near future, other RRRC funding was reimbursement based and Ellen would look into status; mileage was high as staff members on RRRC grants get mileage reimbursement within the grants.

Caroline presented on the staff-developed Outreach Plan noting while still open to tweaking as needed, it was in current use. She gave a report on Miranda's success with the social media efforts of AT staff and that the success of social media efforts was having a ripple effect in other outreach efforts. Caroline shared her goal of working on a fund-raising development, noting the contribution of Christy Ludlow in area of creating structure for corporate giving. Carol closed her report by noting the AT goal of there being clear connections between the AT strategic plan, the outreach plan, and the to-be-created fund-raising plan.