



Central Cincinnati Parents

Spring 2024 Board Meeting

Minutes

Central Cincinnati Parents

Date: 03/20/2024

Time: 6:30 pm

Location: 3574 Edwards Rd. Cincinnati, OH 45208

Last meeting: 09/28/2023

Board Members

Present:

- Kristen McMahon: President
- Beth Russell: Membership
- Kate Alexander: Enrichment Events and Marketing
- Chelsea Jones (via Teams): Playgroup (Fridays)
- Dan Luedtke: Socials (Dads and Family/Couples)
- Bailey Bellman: Walking Group and Event Committee
- Megan Markham: Community Relations
- Sam McBride: Secretary

Absent:

- Brittany Hayes/Edward Tsygansky: Playgroup (Saturdays) and Socials (Moms and Couples)
- Heather Haley: Socials (Moms and Couples)
- Jordan Montgomery: Membership

Quorum Present?

- Yes

Others Present: N/A

Proceedings

- I. Call to order
 - Meeting called to order at 7:02 pm by President, Kristen McMahon.
- II. Roll call + Quorum
 - Require 51% of board attendance to conduct the board meeting.
 - Quorum met.
- III. Changes to agenda and approval of agenda
 - Agenda approved.
- IV. Approval of minutes
 - Meeting minutes from 09/28/2023 approved by the board.
- V. Officer Reports – Kristen (President) and Beth (Membership)
 - Status of non-profit.
 1. EIN required to accept payments from Venmo and PayPal, so this is what drove us to apply as a 501(c)3.
 2. Received 501(c)3 federal approval; Beth applied for state approval on 03/20/2024.
 - Small business bank account opened.
 - Transition from seasonal billing to year-round billing.
- VI. Financial Reports – Kristen (President)
 - Year to date income:
 1. Total income: 745.41
 2. Total expenses: 21.00
 3. Net income: 724.41
 - Most members renew in October so total income will increase in October.
 1. Now have automatic renewal. A notification is sent stating that the credit card on file will be charged.
 2. Due to the website transition, the automatic renewal system that manages payments doesn't have everyone's credit card information so may have to obtain this at the time of renewal.
- VII. Board Member reports
 - Dan (Socials – Dads and Family/Couples)
 1. Overall, events are going well. Found that 50 west was a good location for a Family event.
 2. Frequency of Dads and Family/Couples events
 - a) Alternating Dads events and Family/Couples events monthly
 - b) One event per month feels good, not too much.
 3. Per Kristen, Edvard said that he is willing to take over Dads and Family/Couples events in Dan's absence. Zach Guest may help him. This is Dan's last meeting before moving.
 - Bailey (Walking Group and Event Committee)
 1. Walking Group
 - a) Hard to plan too far in advance due to weather.

- b) Calendar format is Mon-Sun rather than Sun-Sat so Walking Group was inadvertently scheduled for wrong day.
 - c) May be nice to alternate days so that more people can attend.
 - 2. Event Committee
 - a) Bailey asked to be given a list of people who don't know they are signed up for an event so that they aren't blindsided when she emails them.
 - Kate (Enrichment Events and Marketing)
 - 1. Book Club
 - a) Going forward, Kate will manage Book Club solo.
 - b) Sort of a combination book club/wine bar club. Goal is to try different wine bars each month.
 - c) At the most recent Book Club a list of books for the next 6ish months was decided on.
 - d) Goal for future meetings is to discuss the book more in depth.
 - 2. Frequency of Book Club
 - a) Once a month seems to work. It will typically fall the last week of the month on Wednesdays.
 - b) May be a good idea to provide the list of books that are planned for the next few months so that people have enough time to read and/or obtain the book from the library.
 - 3. Kristen suggested possibly turning Book Club into an educational opportunity, i.e. parenting, cooking, organization books.
 - 4. Megan suggested a Cookbook Club – each person brings a dish from a designated cookbook.
 - Kristen (President)
 - 1. Moms events
 - a) BonBonerie tea was a success – good to have non-alcoholic event options.
 - b) Bailey suggested a flower arrangement class.
 - 2. Frequency of Moms/Couples events
 - a) Once a month may be too frequent
 - b) Feels like the events tend to fall in the same week.
 - c) Calendar on website is a good visual so that people can plan ahead.
 - Board voted to change frequency of all events to 4-6 weeks.
- VIII. Old business – N/A
- IX. New business
 - New website demonstration – Kristen, Beth, and Kate have admin access, other board members have general access.
 - 1. Creation of events:
 - a) Kristen created drafts (templates) of all events that we may need.


- b) Duplicate the draft and then make edits. Drafts may need to be updated at some point (add different fields, etc.) so they should be kept as templates.
 - c) There is a draft full head count event for ticketed events where a true head count is required, i.e. egg hunt, breakfast with Santa. Ticketed events are free, but it allows us to account for true head count and demographics.
 - d) Rule of thumb is no pictures on the event because they don't upload well.
 - e) Review features of your event to ensure they make sense before publishing.
2. Promotion of events:
 - a) Publish the event first, exit out of the event, and then press the promote button on events main page.
 - b) Edit template notification and send to members only.
 3. Emails to members registered for an event:
 - a) Marketing -> email marketing -> view more -> templates
 - b) There are email groups automatically created for those who registered for an event.
 - c) Some people do not actually register so may be beneficial to send to all members for certain events.
 - d) Last minute notifications regarding an event may be better suited for GroupMe, i.e. playgroup canceled, or location changed due to weather.
 - e) If you have to reschedule an event, it may be easier to cancel the event and start fresh.
 4. Newsletter:
 - a) Megan proposed to design/condense the newsletter using Canva. Kristen approved this.

X. Action Items

- Socials goals
 1. Post event with all details 1 month before hosting event.
 - a) Walking group may have some flexibility in scheduling due to weather.
 2. Schedule event promotion 2-3 weeks before hosting event.
 3. Try to be mindful of when other events are scheduled so calendar is not overbooked.
 4. Currently, rainy-day options for events are sort of announced last minute in GroupMe but the goal going forward is to build these into the event ahead of time.
- Restructuring board assignments + board recruitment
 1. Goal is to get new members/members with younger kids to get involved and participate in the board.
 2. Available board positions

- a) Vice president – Kate is open to stepping into vice president duties.
- b) Treasurer
- 3. Saturday Playgroup
 - a) Stacie and Scott may take over management of Saturday Playgroup. Brittany is taking more on at work so she will assist Heather with Moms and Couples events. Edvard will take over Dads and Family/Couples events from Dan. Zach Guest may help.
- 4. IT
 - a) Beth will take over IT and Jordan will manage membership solo.
- XI. Comments, announcements, and other business
 - Kate asked about sponsorships. Holding off on this until the website is streamlined and logistics are worked out. How will they pay us? What is the benefit?
 - Megan asked about the photo release form. Is there a way to see who did not consent to their kids having their pictures taken? Yes, Beth said she will locate/create a list. Megan would like access to this for newsletter purposes.
 - Club Charter – required for new status as a non-profit.
 - 1. Club Charter approved.
- XII. Adjournment
 - Meeting adjourned 8:58 pm.

Minutes submitted by: Samantha McBride, Secretary

Signature of Secretary:  Electronically signed by: Samantha McBride
Reason: Review and Approve
Date: Mar 21, 2024 12:56 EDT Date: 21-Mar-2024
(Samantha McBride)