



RMHC April Board Minutes
April 28, 2026 | 11:45 - 1:00pm | Virtual – Microsoft Teams

Attendance: Betsy Conroy(Laura Hill & Dr. Yuv Proxy), Beth Painter, Brock Oliver, Theresa Critchfield(Melanie Farrell's Proxy), Karen Jolley, Mary Lynn Wilson, Brad Moore, Tim Vita, Tripp Stephens, Christie Burbank, Debbie Spielman, Ashley Robins Johnson, John Critchfield, Merritt Adams

Staff: Mike Brown, Tiffany Commons, Jennifer McAfee, Farin Cloyd

I. 11:47am - Board Meeting Call to Order

- Welcome – Board Chair-Betsy
- Mission Moment
 - The volunteer luncheon was amazing! We have overwhelming support for our families, and our volunteers are integral to the execution of our mission.
 - Mary Lynn checked in a volunteer group on her shift yesterday evening, and one of the volunteers had stayed in the House.

II. Consent Items

- Review of Past minutes for Approval – Betsy
 - Beth moves
 - Mary Lynn seconds
 - Motion passes unanimously

II. New Business

- HOPE Campaign – Jennifer
 - Year-round campaign, but focused on new and lapsed (last 2 years) donors. It's an education campaign. The biggest push is Sep 1-Dec 31st
 - Kickoff Luncheon @ Erlanger Park on September 1st. No cost to attend. Dr. Yuv will be our keynote speaker, and we will also hear from 2 previous families. Table captains will be responsible for inviting 7 friends. Jennifer will send out the save the date and flyer to Board members to share/sign up/etc.
 - Valvoline POS Campaign – will go into Hope Campaign as these would be new donors.

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- If you are interested in hosting a Jeffersonian event, please reach out to Jennifer.
- January 2027 – TBD Hope celebration & first-annual Hope awards.
- Mary Lynn suggests getting Legacy Circle involved with the Hope luncheon.

III. President/CEO Report

- Program Growth & Expansion
 - House to Home – located in Cleveland City Schools Denning Center for Family and Community Resources as of 11/3/2025, previously located in the YMCA.
 - House to Home Video:
 - We still have a great standing relationship with the YMCA.
 - The Denning Center is centrally located and is designed as a host site for various social service providers. It acts as a one-stop-shop for Bradley County residents seeking community resources.
 - Data related to House to Home are reported in the monthly Board Dashboard, but more info can be provided if needed.
- TRUE SENSE - Tiffany
 - Effective June 4th, we will no longer be working with True Sense Marketing. We will transition all direct mail initiatives in-House.
 - We plan to send 4 mailings annually, the 1st in mid-July.
 - We are working on segmenting our data, and we have all of our direct mail donors from True Sense entered into our database. True Sense provided us with:
 - Constituents
 - Flags
 - Recurring Gifts
 - Transaction Files
 - Zip Code Lists
 - Over the last 5 years, expenses have increased and net income has decreased significantly.
 - Direct Mail financials are currently an expense under the Fundraising Supplies/Materials line.
 - We can't be entirely sure what the financial impact of this transition will be, but we do know that reclaiming full responsibility for our mailings is advantageous.

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- We anticipate the in-House mailings will cost us about half of what we've been paying True Sense. We hope to bring in around the same \$150,000 net, but we also understand it will be a process.

V. Committee Reports

A. Governance –Theresa (as Melanie's proxy)

- No governance meeting in March, next on May 15th
- Almost all board background checks completed.

B. Advancement – Mike

- Bug-A-Paluzza
 - This year - \$9,500 net
 - Last year - \$12,000 net
 - Costs of supplies/vendors are rising. The team is working closely with Nick VonWerssowetz about restructuring and reworking the event to be more advantageous.
- Run4Kids is the next big event.

C. Finance – Tim

- No finance meeting in April. Brock and Tim met with Mike, Tiffany and Lori.
- Fixed an error on salaries and related expenses. \$93,000 budget increase was offset by some other changes (in-kinds, etc)
- Making sure the budget is on a monthly accrual basis, which helps tie up revenue and outstanding expenses well before year-end.
- Theresa questions the negative investment income? Tim suggests that is related to our endowment account, which would be a stock-related change.
- Current fundraising around \$860k, budgeted closer to \$1 mil at this point in the year.

D. Audit – Tripp

- No report

E. Executive – Betsy

- Exec committee has not met in April.

VI. Unfinished Business

- ADPi 100th Anniversary Recap – Beth
 - Gala on April 18th, Mike and Jane both spoke.

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- The chapter raised money for the House the entire week along with a silent auction.
- The House sponsored a table, and it was meaningful to have a physical presence there to thank ADPi for all their support.

VII. Adjourned by Betsy at 12:46pm

Dates to Remember:

May - NO MEETING

June 30th – Board Annual Meeting 5:30-7:30pm @ RMHC

September 19th – Run4Kids

October 19th – Golf Classic

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