



**Minutes of Board Meeting, March 30, 2015 at 6:30 PM  
Benjamin Franklin Institute of Technology, Room U202A**

Board Members Present: Patty Brennan, John Chambers, Dave Crowley, Bill Gregor, Betsy Hall, Michael Hall, John Herbert, Elsa Hill, Gordon Holmes, Ed MacLean, Ha Orbon, Regina Pyle, Toby Rodman, Marie Schappert, Ellen Sheets, Jane Siegel, Carol Trust, Jane Watt, Mike Worhach.

Board Members Notified Absent: John Alekna, Paul Duffy, Tony Gordon, Barbara Hoffman, and Ken Tutunjian.

Guests and Members: Stacy Koeppel, Executive Assistant, Pete Shults (South End Baseball) and Grace Gregor.

Regina Pyle, Chair, called the meeting to order at 6:30 PM.

Pete Shults of South End Baseball presented Ellis with an award for our support. SE Baseball is having a fund-raiser April 28<sup>th</sup> at Stella. Opening Day at Peters Park is May 2<sup>nd</sup>. Betsy acknowledged our long, on-going relationship.

Betsy thanked Mike Worhach for introducing us to Omar Barazza, who has developed our website and trained Betsy and Stacy in its design and functionality.

**November and February Minutes:** November and February minutes were unanimously approved.

**Executive Assistant Report:** Website: We are using the Weebly platform for the website. Stacy and Betsy reviewed and updated old content, will list events and news, and will rework the business page. Please give feedback to Stacy and email her relevant events and news for inclusion. Omar is donating a year of hosting.

Yard Sale: The Yard Sale will be May 9<sup>th</sup>. BFIT is donating the space, but we will pay for security. The goal is to have 30 tables (up from 25 last year). Previous table renters have already expressed interest. There will be an Ellis table – donations are welcome. Leftover items were taken to Goodwill. More than Words never showed up for the books. Revenues from last year's sale pretty much equaled our expenses. Marie will put together her notes on what worked well last year.

Ellis Evening: The 2015 Ellis Evening will be held at Barcelona on June 7<sup>th</sup>. Stacy has received \$2250 in sponsorships – the goal is \$5000. Tickets are \$80 in advance and \$90 after 5/15. Buy two – sell two. Last year we sold 84 tickets – we would like

120 people to attend this year. We are budgeted to raise \$20,000 from ticket sales, business sponsorships, and silent auction. Auction items should go directly to Stacy.

**Treasurer's report:** As of 2/28/15 we have \$50,275 in the bank. Revenues year to date are \$32,000. We have budgeted revenues of \$62,000. Much of our income comes in the last four months of the year from renewals and the fundraiser so Michael feels this is not unusual. We are running a tight ship. Our revenues are between \$50,000 and \$58,000 while our expenses will be about \$60,000. The cost of the website (\$3200) is not included. Michael reiterated that Stacy has had a positive effect on the association. Carol requested a one page financial statement for the next Board meeting.

The issue of \$50K being held in a CD was brought up. After discussion, it was decided that this \$50K would be an agenda item at the meeting in May.

**Social Service Agencies Partnership Committee Presentation:** Elsa presented her concept of the committee, which she referred to as "Search Out and Support." She suggested we create a theme or story that we could give to the Communications Committee and which would enhance the way we talk about what we do in the neighborhood. Elsa proposed interviewing people in the neighborhood and has created a website of South End Interviews ([www.southendinterviews.com](http://www.southendinterviews.com)). Additionally, Marie and Elsa advocated scholarships for an initiative called, "Business of Doing Good."

It was pointed out that Elsa was charged with identifying the social service agencies within the Ellis/South End and to create a mission statement and plan of action for Ellis to get more involved with the neighborhood in this regard. It was noted that this committee will be different from the Philanthropy Committee.

After considerable discussion it was decided that the parameters for a Social Service Agencies Partnership Committee would be presented at the next meeting in May.

**Nominating Committee:** John Chambers, Chair of the Nominating Committee, presented the slate of nominees for the Board to the Board of Directors. There was acceptance of the slate and acknowledgement of and gratitude for the hard work of the committee.

The meeting was adjourned at 8:20.

Respectfully Submitted,

Jane Siegel, Clerk  
With invaluable help from John Chambers