



## Board of Directors Meeting March 18, 2009

The meeting was called to order at 12:20 p.m. by Board Vice-President Theresa Bixby.

**Attending:** Theresa Bixby, Cory Kristoff, Masy Bunnell, Marissa Semense, Alex Cherin, Dora Jacildo, Elia Rocha, Janice Toppen, Miles Nevin and Chris Lorenzetti.

**Absent:** Josh Lowenthal, Marsha Naify, Marie Morales, John Walsh and Justine Hunter.

### Review and Approval of Minutes:

- Minutes from the previous meeting were reviewed and approved.

### Financials:

- Financials were distributed by Janice and discussed.

### Staff Reports:

- Program
  - Dora reported that staff is looking for ways to stretch general funds. The search for a new program director for The Play House North is ongoing. Dora also reported that CT will be a demonstration site for the LAUP program. The program will begin at both Play Houses on April 1, 2009.
- Marketing
  - Website launch party to be held March 18 at Smooth's on the rooftop. CT to explore joining Facebook. There are many fundraising events planned for the spring and early summer including a CT day at a CSULB Dirtbags game at Blair Field.

### Committee Reports:

- Marketing
  - Masy and Miles reported that the committee is looking for new members as well as checking in with current members to gauge interest/availability.
  - Taste of the Coast event will be held Sunday, August 2 at the Belmont Pier.
  - CT in talks with Long Beach City College to organize a walk as a fundraiser for CT. The date for the event is currently set for September 19 to coincide with the annual Reggae Fest that LBCC puts on. LBCC staff will be meeting with marketing committee to plan the route.
  - Masy reported on planning for the upcoming golf tournament to benefit Children Today. This event, organized principally by board members Alex Cherin and Masy Bunnell, is scheduled for June 29 to be held at Old Ranch Country Club. Mayor Foster, Senator Lowenthal and Supervisor Knabe have all indicated that they will participate. Sponsorships are being developed. Save-the-Date reminders to go out to CT database shortly.
  - Membership and direct mail campaign to go out to 5 thousand households 2 to 3 times a year. The current CT list contains 2,500 names and a list of 2,500 more names will be purchased. The results will be reassessed in 2010.
- Eco House
  - It was reported that Josh met with Marcia Naify who is still very committed to purchasing property for the Eco House. Masy suggested bringing in a professional fundraiser to develop a database (separate from current CT database). Masy will make calls to her contacts to explore feasibility and report back.

The meeting was adjourned at 1:45 p.m. The next board meeting will be held on Tuesday, March 21st at 9:30 am at the SWIG offices.