

BOARD OF DIRECTORS' MEETING MINUTES
Tuesday April 25, 2023
4:00-5:30 p.m.

ROLL CALL: The meeting began at 4:02 p.m. Those in attendance via Zoom were Jeff Alm, Corey Reitz, and Ana Hernandez. Also present in a non-voting capacity were Sandra Blythe-Perry and Todd McPherson,

CONSENT AGENDA

A motion was made to approve the Consent Agenda by Ana Hernandez and seconded by Corey Reitz. The vote was unanimous by all Board Directors in attendance.

REPORTS FROM OFFICERS AND COMMITTEES:

Treasurer.....Jeffrey Alm

Jeff Alm reported that although some revenue items are behind, expenses are low. Jeff asked about Exterior Project funding, Community Development Block Grant (CDBG), for \$250,000. Sandra explained that money has been approved from Arapahoe County for lower and upper parking lots improvement. Arapahoe County needs to complete an Environmental Review within the next few months, then this review will be sent to the U.S. Department of Housing and Urban Development (HUD) so funds can be released for projects. IFCS will the need to coordinate Architectural and Engineering Contractors for the project. IFCS has also submitted a proposal for interior redesign in the Market for \$187,000. These two projects may be completed simultaneously in later 2023-2024.

A motion was made to accept March 2023 Financial Statements by Ana Hernandez and seconded by Corey Reitz. The vote was unanimous by all Board Directors in attendance.

MEETING AGENDA:

Digital Marketing Update

Sandra Blythe-Perry reported that the Development Team met with the Webolutions Team regarding IFCS' contracted services to improve website, SEO and Google Grants Ad Management. The group discussed the following and the Webolutions Team is expected to present their recommendations by second week of May 2023.

Webolutions Kick Off Meeting Discussion with IFCS Development Team:

Overall Goals

- Increase community partner and host opportunities
- Increase donations through digital marketing
- Achieve page 1 SERP

Desired Project Outcome

- Evaluation of opportunities to achieve goals through:
 - SEO
 - Google Ads (Google Grant)
- Outcomes:
 - A large list of keywords relevant to organizational goals.
 - Website's current rankings for these terms.
 - The frequency (volume) and competitiveness of these terms.
 - Valuation of these terms, including Cost Per Click (CPC) on Google Ads.
 - High-level information on your top 5 competitors' website rankings.
 - SEO and Google Ads Strategy and Budget Recommendations.

- Tracking and Measurement System Recommendations.

Deliverables

- SEO
 - Keyword Research and Analysis
 - Competitive Analysis
 - Audit of Current Website (<https://ifcs.org/>)
- Google Ads
 - Account Audit
- Overall Recommendations

Summer Marketing Plan

- Sandra reported that because IFCS runs several campaigns simultaneously, Ready, Set, School!(RSS) and Fiscal Year End Summer Campaign, although different ask buckets, we find we are competing with ourselves asking for RSS Sponsors and then making general market donations. The strategy this year is to run single campaigns, focus on RSS in the months of May and June, then July and August promote market donations, with plans to re-engage lapsed donors and getting new donors. Summer marketing will include segmenting video that was used for Nibbles & Sips, July and August, also starting to promote IFCS 60 of service.

Market Update – Sandra reported that IFCS is spending approximately \$14,000 in April each month, in line with budget approved to service participants every 31 days, servicing approximately 167 individuals per week.

- Expected funding to support Market:
 - Nonprofit Assistance grant (Arapahoe County) – asked for \$50,000
 - Centennial CDBG - \$50,000 – reimbursement for COVID-19 expenditures
 - Arapahoe County could match another \$50,000 for COVID-19 expenditures
 - Jefferson County Food Assistance grant asked for \$25,000 – food purchase
 - Colorado Food Assistance Grant – application opens 4.26.2023 will ask for \$24,000
 - Rental Assistance – spent \$37,000 Mid-March-April 2023
 -
- Other Business

STAFF REPORTS:

Executive Director.....**Sandra Blythe-Perry**
See Report .

Development/Marketing.....**Todd McPherson**
See Report

Programs..... **Allison Taggart**
See Report

Communications Report.....**Donna Wintz**
See Report

Volunteer

Coordinator.....Tara Magana

GENERAL ORDERS

The next Board of Directors Meeting is scheduled for May 23, 2023.

ADJOURNMENT - Meeting was adjourned at 4:30 p.m.