



Community Relations Committee Meeting Minutes

Zoom Meeting
December 10, 2020

Attendees: Pam Fernandes, Jane Hetzel, Darcy Fortune Young, Karen Rossi, Cathy Rossi, Ed Garibian, Dave Griffin and Kimberley Broderick

Staff: Will Dávila and Colleen Callan

The Community Relations Committee Meeting began at 8:36 am.

Pam Fernandes welcomed all. Pam asked for a motion to approve the November 12, 2020 Community Relations Committee meeting minutes. The motion was made by Jane Hetzel; Cathy Rossi seconded and all approved.

Colleen Callan provided the following CSH marketing updates.

- 👥 Secret Santa – (as of 12/19/20)
 - We received 337 wish lists from CSH programs (expecting 15+ more)
 - There are 124 sponsors this year (includes 20 staff and BOD), 365 wish lists distributed (or funds provided for CSH to shop)
 - Organizations/Community Members who took more than 10 lists include: TD Bank, Springfield Central HS, Linda Martinelli & friends, Meg Beturne & Baystate Orthopedic Surgery Ctr, Health New England, The Dowd Agencies, Bertera Subaru, Wolf & Co, Burkhart Pizzanelli and LLumin Inc.
 - Any further sponsor requests are directed to donate to the CSH Family Flex Fund. The Family Flex Fund is designed to allow for sufficient flexibility to serve children and families based on their individual needs during the Holidays or urgent needs throughout the year, that is not already covered by our programs or State funding. In donating to the Family Flex Fund, you could support a family with a Holiday meal, necessary items for winter, emergency home expenses, medication, transportation, etc.
 - There are 2 toys drives held this year at Citizens Bank on Boston Road in Springfield and at Prefere Melamines LLC (Rick Tremblay's new employer)
- 👥 BOD Annual Giving –
 - 96% BOD participation for 2020
 - 2020 Giving = 35,159.82
 - 2019 Giving = 35,151.48
- 👥 Annual Giving Card –
 - The Annual Appeal card from Will & Gordon was mailed to over 800 in Salsa, which dropped in mailboxes the week of Thanksgiving. The “Thankful” themed card also included a donation envelope.

- As a result of the card, the BOD and Community donated \$2,365 through checks or on the donate page of studyhome.org.
- 👥 2020 Fundraising –
 - \$95,000+ (Estimate from donor database & data not entered yet (Secret Santa 2020, Annual Giving, etc.).

Will Dávila provided an update on the new pavilion that is proposed to be built behind 44 Sherman Street from the 2020 golf tournament proceeds. Including full electricity in the pavilion could be substantial; \$12,000 - \$15,000 with a licensed electrician. Will has discussed with Eddie Rodriguez, Facilities Director, to build the pavilion the old fashion way and bring electrical cords in as needed. Jane suggested contacting prior CSH President, Seth Crocker, who is a builder. Will and Eddie will continue these discussions in the spring.

COVID-19 has impacted all 2020 events for CSH. Will expressed the need for CSH to begin discussing 2021 virtual fundraising events in the next couple months. He requested that the committee members start to think about what virtual events can be held; what research is required; and what are popular platforms used? Darcy Young mentioned that at GCAi, she is currently working on a virtual event for another company. She noted that prerecording portions of virtual animation is important in keeping the viewers attention, especially for people that work remote and are watching screens all day. Virtual events will be revisited at the next committee meeting.

The next Zoom meeting will be on January 14th from 8:30-9:30am.

The meeting was adjourned at 9:10 am.