

**Genesis of Pittsburgh**  
Board of Directors Meeting Minutes  
May 13, 2020

**Opening**

The Board of Directors (BOD) virtual regular meeting for Genesis of Pittsburgh was called to order at 6:05 PM on May 13, 2020 by Board President Marilyn Planinsek.

**Present**

Laura Bisbey, Joy Allen, Selene Cerankosky, Marilyn Planinsek, Crystal Turner, Nancy Egbert, Erin Masagila, Cheryl Daddi, Megan Frenz

**Absent**

Meghan Widmar, Jackie Kita

**Open Issues**

1. Essential Needs Day
  - a. HUGE success! Started with an idea to hold 1 essential needs day and since have held many; getting a lot of donations from community members/churches (thank you Joy for organizing donation from your church!)
  - b. Idea was in response to having to close for 2 weeks (beginning thought with COVID) and what would our clients do?
    - i. Many live pay check to pay check and could not stock up
    - ii. When they did have money, everything was out of stock due to the people that could financially stock up
    - iii. After the 1<sup>st</sup> one was when people started getting laid off, so decided to continue
  - c. Brought in new clients; people that have never used our services before came for essential needs day and now are calling for classes
  - d. Joy asked what the process is
    - i. Everything set up and done by phone; allows for it to be very customized
    - ii. Schedule in 10-minute intervals and everything is prepacked and ready for pickup; followed all social distancing/safety precautions
    - iii. If we can, have them sign for RA
  - e. Marilyn asked how they are hearing about it
    - i. FB-please share, share, share
    - ii. Community partners are referring
    - iii. Word of mouth from current clients
    - iv. Can we turn this into RA?
      1. Some we can (60%), some we can't (40%)
      2. When we can't, we use the grant
  - f. We are sending them home with literature on Genesis and how they can help; this should hopefully generate more clients in the future.
  - g. We will continue to do Essential Needs Day until it is no longer needed in our communities

## New Business

### 1. Paycheck Protection Program (PPP) Loan

- a. Total awarded \$122, 761.11
- b. Crystal and Erin did a lot of work and long hours to apply for the PPP Loan, Nancy commended them on the work that they both did in order to successfully obtain the loan.
- c. Details of the loan were discussed and how to get the loan forgiven
  - i. Began on 4/28 and the covered period is 8 weeks
  - ii. Have to spend the money on “approved” expenses
    - a. 75% in payroll
    - b. 25% in mortgage, utilities, and rent payments
  - iii. Flaws of the PPP were discussed; mostly concerning the 75% in payroll
    - a. Need to “load” payroll expenses to get the full forgiveness
    - b. Amount was figured based on 2.5 months; forgiveness in an 8-week period
    - c. Ideas to load payroll were discussed
      1. OT at house may help but with 3 house employees that are out of work for medical reasons can affect the FTE for the program due to being able to have any “headcount reduction” because it is not forgiven unless they are restored
      2. Back pay and pay for the specified amount of time a hazard pay, example extra 10% per hour per employee
      3. Offer bonuses to employees (need to standardize or have specifications)
        - a. Did not call off during time period
        - b. Worked all of their scheduled hours during time period
        - c. Picked up additional shifts during time period
      4. Look into a PTO buyback (may not be eligible due to stipulations)
  - iv. Erin discussed that loans under \$2 M will likely not be audited but they will not take that chance

### 2. Director’s Report

- a. Financials
  - i. Total in each account were discussed in detail and can be found on the director’s report handout
    - a. Crystal did discuss that the BOD approval of moving money out of the NW Sweep account has not been completed yet due to COVID-19 and how banks needed to readjust and pivot all of their programs due to them struggling with the economic hit of COVID.
    - b. Once banking business is returned to normal operating, the NW Sweep account will be closed and the money will be deposited into the Citizen’s investment account that BOD previously approved.
- b. Grants
  - i. Crystal touched on the Grants received, Megan discussed in detail with her report
    - a. Washington County Community Foundation: \$5K
    - b. Pittsburgh Foundation: \$10K

- c. RA Update
  - i. RA changed procedures, so all staff needed to be retrained
  - ii. Continue to bill for virtual classes, house residents, and other services being offered
  - iii. Crystal will be speaking at their virtual conference in June
    - a. Many places are not meeting their goals and Genesis is!
    - b. Many lessons have been learned over the year/years; when asked what Genesis has done wrong and what was learned Crystal discussed the schools
      - 1. Tried to integrate into specific schools with an idea of how to help. Quickly realized that the schools already had their own services
      - 2. What they thought they would be able to do, didn't really work. They tried to remain active in schools for several weeks but one or two young ladies would go talk to them and it overall never really worked
      - 3. Learned that it wasn't a good fit
  - iv. Joy asked if BOD members can take the trainings to learn more about RA
    - a. Crystal stated that she didn't see why not although not very relevant unless working directly with clients; training is 2.5 hours

### 3. Staffing Issues

- a. Issues at the house with staffing levels due to 3 being out; broken ankle, car accident, severe asthma (COVID)
- b. Nancy stepped up and has been "saving the day"
- c. Joy offered to help out as well

### 4. Introduction of Megan

- a. BOD was introduced to Megan and given a quick rundown of her experience in the development world
- b. Discussed her 1-year plan and then COVID happened
- c. Converted golf outing to day of giving; we did very well
  - i. 77 total donors; \$10,975 without the match, \$5,000 was matched for a total of \$15,975 \*\*at time of meeting, Crystal informed Megan and the BOD that they received more donations just that day, total estimate roughly \$17 thousand and change\*\*
  - ii. We learned (again, because we already did know), that matches work!!!
  - iii. Megan made reference to the fact that even though everyone is being affected by COVID, that people are still giving
- d. Marilyn discussed having board members write hand written thank you notes to donors and hand written "thinking of you" notes to our donors not asking for any type of donation but just saying hello and we appreciate you
- e. Joy and Selene brought up getting some personal stories to add to our newsletter, website, mailings, and/or social media
  - i. Megan agreed with this idea and all of the BOD members think that a personal story goes a long, long way
- f. We discussed some sort of survey after individuals receive services; similar to a "report card" or "how did we do". Have those results posted directly to our website or google search. Many ways of displaying these. BOD members can also reach out to individuals after they receive services to complete a phone survey.
- g. During essential needs day possibly begin to ask for a personal story

- h. Begin outreach every month and send as much information/personal stories as we can to draw people in
  - i. Coronavirus baby boom
- 5. Grants/Fundraising
  - a. Begin to diversify our revenue stream
    - i. Individual giving
    - ii. Build up foundation and corporate sponsors
  - b. Overview of grants received were discussed; details on all reports emailed prior to meeting
  - c. Ruby Ribbon Fundraiser via FB soon! Invite your friends

### **Adjournment**

Meeting was adjourned at 7:30 pm by Board President Marilyn Planinsek. The next regular meeting of Genesis Board of Directors will be at 6:00 pm on July 8, 2020

Minutes submitted by: Laura Bisbey