

**Genesis of Pittsburgh**  
Board of Directors Meeting Minutes  
September 9, 2020

**Opening**

The Board of Directors (BOD) virtual regular meeting for Genesis of Pittsburgh was called to order at 6:06 PM on September 9, 2020 by Board President Marilyn Planinsek.

**Present**

Laura Bisbey, Joy Allen, Marilyn Planinsek, Crystal Turner, Nancy Egbert, Erin Masagila, Cheryl Daddi, Megan Frenz, Meghan Widmar, Jackie Kita

**Absent**

Selene Cerankosky

**Open Issues**

1. Financial

- a. Bank balances were discussed and details will be found in the Director's Report; total in all accounts is \$1,334,367
- b. In order to close the NW Sweep account the following verbiage needed added and voted on:
  - i. To close the sweep and cancel: "The Insured Cash Sweep (account number x3300) at Northwest Bank is to be closed and funds are to be directed to the existing Business Analysis Checking account (account number x7916)."
    - ✓ Marilyn made the motion to close the NW Sweep account
    - ✓ all in favor; approved by BOD
- c. In order to update the signers on NW account the following verbiage needed added and voted on:
  - i. Checking: "Business Checking Account# 2586067916, current signers are: Carole McMahan, Nancy Egbert, Crystal Turner and Terri Sirianni. Signers to be kept on the account are: Crystal Turner, Nancy Egbert and Terri Sirianni. Two changes to be made to the account: REMOVE Carole McMahan and ADD Erin Masagila."
  - ii. Savings: "Business Money Market Account# 2586069045, current signers are: Carole McMahan, Nancy Egbert, Crystal Turner and Terri Sirianni. Signers to be kept on the account are: Crystal Turner, Nancy Egbert and Terri Sirianni. Two changes to be made to the account: REMOVE Carole McMahan and ADD Erin Masagila."
    - ✓ Marilyn made the motion to approve the changes to the NW account
    - ✓ all in favor; approved by BOD
- d. In order to update the CSA (master user) for NW account online access the following verbiage needed added and voted on:
  - i. Northwest online banking: "Genesis' CSA (master user) for online banking will be updated as follows: REMOVE Nancy Egbert as CSA and ADD Erin Masagila as new CSA."
    - ✓ Marilyn made the motion to approve the changes to the NW account
    - ✓ all in favor; approved by BOD

- e. Statement of Activity was reviewed by Erin
  - i. Gross Profit to date: \$586, 020
    - 1. 122,000 PPP Loan
    - 2. 37,000 Gifts In-Kind (noncash revenue)
    - 3. 55,000 Foundations and Trusts
    - 4. 15,000 United Way
    - 5. 6,000 Adoption (this is underreported due to issues from COVID)
    - 6. 100,000 Individual and Misc. Donations
  - ii. Total Expenditures to date: \$618,830
  - iii. Net Operating Revenue to date: \$-32,811
  - iv. Net Other Revenue to date: \$-7,634
  - v. Net Revenue to date: \$-40,445
    - 1. We are projected for a loss so far this year but they will be watching this closely
    - 2. Have not received RA money for July or August
      - ✓ Last year RA January to August was \$527,000
      - ✓ This year RA to date is \$250,000
        - i. Significant decrease
    - 3. RA has cut back on what we can bill for please reference Director's Report and New Business Director's Report meeting minutes for details.
- f. Erin has changed the way we report our non-cash revenue (in-kind gifts) since we use these to fulfill our mission and for the BOD to take the entire picture to potential donors

## **New Business**

- 1. Director's Report
  - a. Financials
    - i. Total in each account were discussed in detail and can be found on the director's report handout (overall total \$1, 332, 955)
  - b. Adoption Update
    - i. 4 waiting to be finalized because of the courts shutting down due to COVID (closed for 4 months)
    - ii. Currently having a difficult time finding families wanting to adopt
      - a. Started a class in February before COVID hit, but those families have currently backed off; hope to re-engage them soon.
    - iii. Adoption rates were raised to \$12,500
    - iv. Crystal and Nancy have begun to train more staff in the adoption process as Nancy is at a PT status. Nancy is always available and has been available for anything that they have needed/had questions.
  - c. Essential Needs Day
    - i. Really what Genesis is known for right now; 509 families have been served since starting during COVID.
  - d. Pop Up Farmer Market
    - i. Something new that they recently started; going well
    - ii. Gave food to 31 families, 11 of which qualified for other services and signed up
    - iii. Heinz endowment saw the FB post and "liked" as well as shared it, which is awesome!

- e. RA Update
  - i. Changes in RA money have resulted in less revenue (40% reduction); expected to last until the end of the year
  - ii. Not allowed to bill for any services to men or classes for parent of child
- f. COVID
  - a. 7 women are on the waitlist currently for the house
  - b. They will be bringing in 2 of them by placing the women currently in the house in rooms together and then quarantine the new ladies for 14 days before bringing in more
    - 1. Joy asked where these other ladies are if they are in need of housing and questioned if we were referring them to any other shelters
    - 2. Crystal stated that they did give them resources and once ready to bring in more ladies, they will contact them to see if they are still in need for housing
  - c. Zoom has been great for classes and board meetings!

## 2. Fundraising Report

- a. YTD from All Sources \$128,370.07 (+130.74%)
- b. YTD Individuals Only \$ 58,396.77 (+52.396%)
- c. COVID-19 mailing sent in early May raised \$8,561; still receiving donations back.
- d. Pittsburgh Foundation Critical Needs day almost raised our \$10,000 goal, with being short roughly \$72
  - i. We were up from the total last year by +\$2,109
  - ii. We will receive roughly \$0.41 match per every dollar raised, giving us just over \$3,000 extra
- e. Wish Book application was submitted and we will find out in October if we will be selected
  - i. \$4,800 requested for mattresses, linens, etc. for the Genesis House
- f. WCCF day of giving is tomorrow (September 10) and there will also be a match for that as well.
- g. WCCF Charity of Excellence Grand Prize and People's Choice is still available.
  - i. People's Choice will be from October 25- November 25
  - ii. Based off of "likes" on Genesis story BUT tracked by IP address, so only 1 submission per IP address (computer, smartphone, tablet, etc.)
- h. Compassion Care Event with Washington County baskets/donated auction items were a hit!
  - i. \$190 for the BOD lottery ticket tree
  - ii. \$200 for the Liquor Basket we had for the Golf Outing
  - iii. We should receive \$3-5,000 for this event
  - iv. This event was interesting since it was done virtually. Marilyn heard that online auction is illegal and the fire houses that have been doing it have been shut down.
    - a. Crystal thinks those may have been games of chance and not highest bidder items
    - b. Megan questioned if possibly it was the platform they were using to do it, i.e. Facebook
    - c. Marilyn was going to look into it further
- i. Megan reminded the BOD to look over the contact list of organizations/businesses that she sent out recently to see if any BOD member has connections or knows of any employees that work there as a point of contact.

- j. Annual Report
  - i. Genesis staff created an annual report for BOD to use when talking to donors.
  - ii. It was thrown together quickly, however BOD members thought it was great
- 3. BOD fundraising/events
  - a. Marilyn reminded all BOD members that we will have a golf outing in 2021 in May
  - b. Asked BOD members to send dates for a meeting for us to get this started
- 4. Newsletter
  - a. Joy and Selene would like to see a newsletter at the next BOD meeting
  - b. Crystal stated that it was never an agenda item nor voted on, so it was not a priority at the time with everything going on with COVID
  - c. Selene is willing to create
  - d. Discussion on creation of a newsletter was held. The pros and cons; time involved; cost to send print mail; electronic submission
- 5. Pregnancy Tests
  - a. Joy would like this information to be presented at all BOD meetings
  - b. Nancy pointed out that we do not get as many at the Allegheny County site due to Allegheny County DHS not taking our pregnancy test as a positive test to qualify for welfare whereas Washington County does
- 6. Discussion on Mike Pence/Pro-Life/"Self-Censorship"
  - a. Joy asked why Mike Pence was not invited to sit down with Genesis while he was in Western PA
  - b. Crystal and Megan reminded all BOD members that we have to watch what/how we do and say to protect our relationships with our donors because we have them from "both sides"
    - i. This isn't about politics and we can lose some if we show any type of political preference
    - ii. Since this is an election year, perception is everything and we need to be careful

### **Adjournment**

Meeting was adjourned at 8:15 pm by Board President Marilyn Planinsek, Joy 2<sup>nd</sup>, all in favor to end the meeting. The next regular meeting of Genesis Board of Directors will be at 6:00 pm on November 11, 2020

Minutes submitted by: Laura Bisbey