



National Alliance on Mental Illness

# nami | Southwest Iowa

## Agenda for Board Meeting **January 23rd** at 12:30 PM

**\*\*\* Next board meeting to be in May, please meet with committees at least monthly\*\*\***

I. Introductions – welcome

II. Minutes of prior meeting- December Minutes

III. Treasurer's report: approval needed

IV. Legislative Update - Anna

V. Committee Updates - a quick overview of key details, dates etc.

Fundraising- Alex

Buffalo Wild Wings Date, Dusted Charm- May 2nd, NAMI Walk- June

Other avenues covered in Director Report

Grants - Anna/Bernie

Applying to Page, Fremont, Montgomery, Cass, and Shelby County

Mills County for items (projector etc)

Nominations/Bylaws - Alex (we need a chairperson to lead this)

Need to begin recruiting for new board members (term limits coming for some )

Strategic Planning - Alex (we need a chairperson to lead this)

This is covered in Director's Report, highlight if Strategic Plan

Volunteer/Member Recruitment - side note that this committee has been tabled for now

VI. Alex's activity report

See additional page for further

VII. Old business:

NAMI National Convention: Melissa and Ryan have indicated interest, fundraising ?

Volunteer Policy: draft with revisions available for review and to be included in binder

Nami on Campus: club event date still pending, may have to find new contact point

VIII. New Business

Membership cost to Nonprofit Association of the Midlands \$50

IX. Other business

Family Support and Connections Training in March- still need potential attendees

Family to Family starting in Glenwood, January 26th, Atlantic starting in April

NAMI on the Hill in February

X. Adjournment



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## Director Report

Activity tracking for Grants Committee: This is an area we have not explored previously but is essential in what the Grants Committee needs to apply for grants. Any event where you represent NAMI, help us estimate these key areas: Number of people reached, volunteer hours spent, cost of items/services and any in kind donation. An in kind donation is anything like free advertising, free space use, food or anything that would normally have monetary value. Please help me keep track, even small events like talking about NAMI to another organization count.

NAMI on Campus Event on December 5th: We have had some difficulty in reaching our previous point of contact for IWCC Council Bluffs and may need to seek a new POC. Our goals in this area remain the same.

Strategic Plan Highlight: earlier discussion about our strategic plan has been extensive, but I will take a minute to talk about our progress on priority # 1 [“NAMI Southwest Iowa will continue to develop and strengthen the structure and function of the Board of Directors”](#) This is why the Nomination and Bylaws Committee is so crucial to our success. We need to begin looking for potential board members as term limits approach and evaluating our bylaws is necessary to ensure they remain relevant in the future.

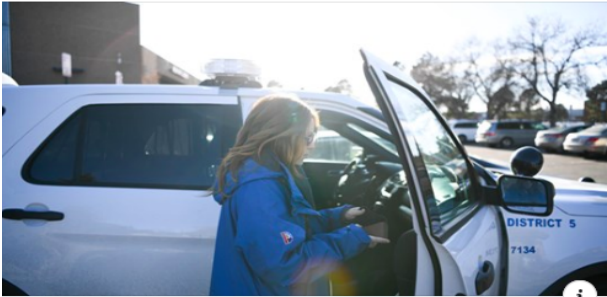
Fundraising Committee Update: Bigger event dates are on the agenda but I did want to touch on some great low effort ways to help NAMI. Amazon Smile is something we have talked about in the past, all you have to do is shop on Amazon (smile.amazon) like you normally would. We get .5% of your purchase as a donation. Hy Vee Giving Tag, this is as simple as buying the red giving tag reusable bag and indicating NAMI SWIA as the nonprofit to receive \$1. We have also talked about selecting NAMI SWIA on Facebook as your nonprofit to receive donations for your birthday, this has been wonderful when previous board members have done this. We also have the Paypal button added to the website that is set to launch. Please let me know if you need the link for Paypal or Amazon Smile so you can help spread the word.

Facebook Updates: I want to take a minute to talk through the importance of good content, sharing original posts and the reach it can have. The post below was made earlier this month and reached 24,386 people and had 559 engagements. Liking our posts does mean a lot, however when you share our post we have a chance to reach more people.



Published by Ty Kinzle [?] · January 14 at 7:17 PM · ❄️

Mental health and substance-use disorders are growing problems in Colorado. Pairing police with mental health professionals could help. See how [Law Enforcement](#) is handling this complex problem.



DENVERPOST.COM

Mental health and substance-use disorders are growing problems in Colorado. Pairing police with mental health...

24,386  
People Reached

559  
Engagements

Boost Post



BPHOPE.COM

What to Do When Pain Accompanies Bipolar Depression | bpHope.com

20  
People Reached

1  
Engagement

Boost Unavailable

While the one on the left is a rarity in terms of reach it does not have to be. As a board, an affiliate and an organization we need to help spread the word about what we do. Additionally we have a need to create original content that helps us grow. When we simply share a post from another page it does more good for them than it does us. If you have an idea for an article to write, topic to discuss or other unique idea.



## December 2019 Meeting Minutes

Meeting called to order at 10:03

In attendance: Bernie Wagoner, Alex Burton, Kendra Wilson, Anna Kilpack, Dianna Hoogestrat, Jan Lunde, Wayne (Anna's brother).

Conferencing by Phone: Melissa Schwery, Ryan Plagman, Jessica Coburn and Lindsey Kinney

Short introduction and welcome discussion

Approve prior meeting minutes: Motion by Diana Hoogestrat, second by Kendra Wilson, all in favor.

Treasurer Report: Anna talked through financial documents including break down of National Conference costs. Costs anticipated to be \$2400. Talked about separate fundraising efforts because the \$2400 cost per person for National Convention is not a part of operating budget. Kendra mentioned the possibility of checking with the foundation by her employer and Diana mentioned possibility of funding through state funds. Both to report back results.

Approve Treasurer Report: Motion by Kendra and 2nd by Jessica, all in favor.

Alex provided activity report including discussion about NAMI Iowa conference in Des Moines. Details are confirmed that new Family to Family format will be 8 weeks unlike the 12 weeks currently. Family and Friends was discussed and how it can be a good tool for us ahead of a Family to Family class. Partial online training is to be launched that will reduce the number of in person days for training. Results from IWCC event, about 30 people attended and Ciara Warden was guest speaker. Strategic plan highlight; priority number 4, we are adding Family to Family in Glenwood, Atlantic and Shen. Fundraising Committee report about planning of upcoming events. May 20th will be Pott County Gives event and we need to reserve a table. Kendra volunteered to check into Buffalo Wild Wings as a fundraiser. Facebook has seen more traffic because of Tracy Daley and Tyson Kinzle helping. Website is ongoing as well as ETS.

Old Business

Quarterly meeting format: no vote needed

NAMI National Conference: please notify by January 1st (see details sent out)

Volunteer Policy: Motion by Anna, second by Diana all in favor with amendments\*

Amendments to include: Spelling of Policies, [FLSA] and changing word "Employees" to Volunteers on 10.

Committee Proposal: See additional page, vote (sign up sheet)

Nami on Campus: event was on December 5th, still pending date of IWCC club sign ups

## New Business

### Other Business

Family Support and Connections training in March. Travel expenses are covered by region, help spread the word. Ryan and Melissa both expressed an interest in attending. Family to Family set to start January 26th in Glenwood at Holy Rosary Church. Anna and Jan will hold Family to Family in Atlantic starting in April, location TBD. Discussion about NAMI on the Hill event coming up in February and the need to spread the word.

Meeting adjourned at 11:27

Motion by Anna, 2nd by Melissa, all in favor.