



HYBRID BOARD OF DIRECTORS MEETING
Wednesday, February 21, 2024 5:00 PM to 7:30 PM
Large Conference Room, CBHQ or
Zoom: <https://us02web.zoom.us/j/613973795>
Meeting ID: 613 973 795

REGULAR SESSION DRAFT AGENDA

- 5:00 1. CLOSED SESSION**
- 6:00 2. Adjourn Closed Session**
- 6:00 3. Call to Order/Establish Quorum**
- 6:00 4. Agenda Review (5 min)**
- 6:05 5. Announcements/Program Updates (10 min)**
- 6:15 6. *CONSENT AGENDA – Action Items (5 min)**
**In approving the consent agenda, the Board is approving recommendations within each committee's minutes listed below.*
- 6.1 Draft Minutes of the January 17, 2024 Board of Directors Meeting**
- 6.2 Draft Minutes of the February 14, 2024 Development Committee Meeting**
- 6.3 Motion to suspend the bylaws as it pertains to Sara Seigel to extend the term limit for another year for Sara – Email Vote, Passed**
- 6.4 Motion to approve changes to our MOW bank accounts and signers removing former employees and adding Darren Daley, Michele Miller and Anna Vaage. – Email Vote, Passed**
- 6.5 Support the Advocacy Recommendation of supporting for Measure N, K and L which includes a recommendation to support the Measure N campaign (Hospital Bond) with a 5,000 dollar donation to support their advocacy efforts. The committee also advocated we write a letter of support for the other measures which includes direct language about the need for both the City of Santa Cruz and County of Santa Cruz to continue to increase their investment in social service programming which helps support the wellbeing of their community and they hope that some funds from the general sales tax increases will be redirected to address the growing poverty needs of children, seniors and their families. – Email Vote, Passed**
- 6:20 7. Receive comments from members of the public on “Items not on the Agenda” (5 min)**
- 6:25 8. BOD Chair Report – Jack Jacobson (5 min)**
- 6:30 9. CEO Report – Ray Cancino (30 min)**
- a) LL Program Presentation**

- b) *Elderday ADA and Plan Followup*
- c) *Enhanced Care Management*
 - i. *Program*
 - ii. *Highlights*
 - iii. *Funding*
- d) *Community Bridges Service Expansion (Monterey and San Benito Counties)*
 - i. *Funding Availability*
 - ii. *Lack of Services and Increased Need*
 - iii. *Less Competition*
 - iv. *ECM Expansion*

7:00 10. Development Report–Tony Nunez/ Anna Vaage (10 min)

7:10 12. Finance Committee Update – Doug Underhill (15 min)

7:25 13. Newspaper Articles

- a) [*Santa Cruz County rolls out Medi-Cal for undocumented residents*](#) – KSBW, January 2024
- b) [*Meals on Wheels Fundraiser Returns*](#) - Aptos Times, January 2024
- c) [*Pajaro community asked be prepared for another flood in the coming years*](#) – KSBW, January 2024
- d) [*Learning Lessons From Last Year’s Flood, Pajaro Valley Prepares with Workshop*](#) – January 2024
- e) [*New program offers dental care, hygiene kits to seniors*](#) – The Pajaronian, January 2024

7:25 14. Items for Next Agenda (5 min)

7:30 15. Adjourn Regular Meeting

Next Meeting: Zoom Only,
Wednesday, March 20, 2024, 5 pm - 7:30 pm.



BOARD OF DIRECTORS

Wednesday, January 17, 2024 5:00 PM to 7:30 PM

<https://us02web.zoom.us/j/613973795>

Meeting ID: 613 973 795

Present: Ray Cancino, Tyler Smith, Michele Miller, Mary McMillan, Sara Seigel, Silvia Morales, Nick C., Steph Ruhl, Doug Underhill, Lois Sones, Dana Wagner, Lisa Hindman Holbert, Erika Rodriguez, Anna Vaage, Aloke Mukherjee

Minutes (after via Zoom Recording): Mary Mackenzie

Guest:

REGULAR SESSION DRAFT MINUTES

5:00 1. CLOSED SESSION

6:15 2. Adjourn Closed Session

6:15 3. Call to Order/Establish Quorum

6:15 4. Agenda Review (5 min)

None

6:20 5. Announcements/Program Updates (10 min)

None

6:30 6. *CONSENT AGENDA – Action Items (5 min)

**In approving the consent agenda, the Board is approving recommendations within each committee’s minutes listed below.*

6.1 Draft Minutes of the November 15, 2023 Board of Directors Meeting

6.2 Draft Minutes of the December 13, 2023 Governance Committee Meeting

6.3 Draft Minutes of the January 10, 2024 Governance Committee Meeting

6.4 Draft Minutes of the December 13, 2023 Audit & Finance Committee Meeting

6.5 Draft Minutes of the January 10, 2024 Finance Committee Meeting

6.6 Draft Minutes of the January 11, 2023 Advocacy Committee Meeting

6.7 Draft Minutes of the December 13, 2023 Development Committee Meeting

6.8 Draft Minutes of the January 10, 2024 Development Committee Meeting

6.9 Resolution: Urban and Community Forestry Grant Program- Email Vote

6.10 Resolution: Approving Participation in the Community Air Grants Program- Email Vote

6.11 Approval of Agency Board Resolution MOW Bay Fed

6:35 7. Receive comments from members of the public on “Items not on the Agenda”

(5 min)

6:40 8. BOD Chair Report – Jack Jacobson (5 min)

None

6:45 9. CEO Report – Ray Cancino (20 min)

CFO and WIC PD will talk about it, but lots of hard work with auditing. Admin has gotten busier when everyone else is slowing down, from licensing and updating forms (Business Operations) and the number of new hires that we have had to process (HR). Program directors have been working extremely hard as well. A special call out to EED PD and EED team who have been busy, enrollments have increased significantly.

a) WIC Program Presentation

The big news is that WIC is turning 50 in 2024. First WIC opened in Pineville, KY. 2023 was a wonderful year for WIC this year. WIC of Santa Cruz was 1 of 36 organizations nationwide to receive the WIC Community Innovation and Outreach Grant funded by the Food Research and Action Council, WIC is collaborating with CACFP to do outreach among farm worker families to help do outreach for that. WIC of Santa Cruz were also 1 of 4 WIC programs in the nation chosen by Vitamin Angels International for a supplemental feeding grant to provide organic produce to our WIC families. WIC was recently awarded a grant by the Central California Alliance for Health to recruit a Mixtecan Speaking Community Health Worker for our ECM program. In the area of collaborations in early 2023, WIC started a weekly breastfeeding support group with the Watsonville Hospital lactation consultant, a WIC breastfeeding peer counselor. And there's also a Watsonville Hospital OT. WIC also started a monthly early prenatal class and food demonstration with Second Harvest Food Bank. Just started a monthly childbirth prep class at Watsonville Hospital as well. This includes a tour of the hospital and it's taught by a hospital labor and delivery nurse and a WIC peer counselor. Collaborated with ELD to start an ECM there are two community health workers working with the ECM Lead. WIC Plus: WIC has continued to be a Second Harvest Food Bank distribution site, and we have a monthly distribution. In 2023, WIC gave 500 bags of staples from Second Harvest, with the Vitamin Angels grant mentioned above, we partnered with a local organic farm, Esperanza Farms and distributed over 550 20-pound bags of organic produce to unique families. 2,900 bilingual board books to families with children 0-2 years of age. 1,500 Farmer's Market Coupon packets, and \$30 per packet. Started distributing food at El Mercado which is operated by the Community Health Trust. WIC has worked to make that a WIC registered Farmer's Market and started distributing there. 440 40-count bags of diapers – many thanks to use part of a donation, WIC found a low cost supplier, monthly donations starting in August 2023. Threats to WIC are the Federal Budget and Competition. There's several local organizations wanting to offer those services. Solution: Diversify funding streams, increase value of attending WIC, and Advocacy. Please continue to advocate for WIC. Link is in the chat.

<https://nwica.salsalabs.org/FY24Budgetappropriations/index.html?eType=EmailBlastContent&eld=c11320bf-2636-4601-bc0e-30a65a9cda2e>

Sounds like an amazing suite of services that WIC is offering to the community. The lactation services WIC provided were the main way that a board member was able to connect with the community and was able to be part of a group of parents, new parents that were participating in those services who ended up being lifelong friends. It's being a part of a community around parenting that creates a sense of belonging and extends into the health of a family. Do you still have the co-locations at the different places? There is a site in Santa Cruz at 1105 Water St and we're back at MCR a couple times a month and that site is growing. Looking at the possibility of partnering with Santa Cruz Community Health Centers at their Ben Lomond Site. As well as WIC has been doing one day a month at our Pajaro Site.

b) *CACFP Program Presentation*

CACFP is a nutrition assistance program. Only sponsor in tri-county area. Through monthly reimbursements we put around \$4.4M back into local communities with the purchases of fresh fruits, produce from local farmer's markets and local grocery stores. Last year we reimbursed over 1.6M meals and snacks to our daycare home providers. Program consultants conduct a minimum of 3 visits a fiscal year and provide technical assistance and nutrition education. During Covid CACFP had to go to virtual visits which broke down the connection between consultants and providers. But since July CACFP is back to in person visits, so they are fostering better relationships between providers and consultants. Currently serve 426 daycare home providers, majority Spanish speaking, and low-income areas. We work with 4 EED sites and Elderday. One trend with CACFP: Several sponsors have closed in surrounding areas. Key is participation and recruitment. Applied for daycare expansion funds to help with recruitment efforts for providers that live in low-income areas. From Feb – May we hope to onboard 50 daycare home providers. A great way to stay up to date with CACFP is to subscribe to FB page or subscribe to National CACFP newsletter. Do you want to talk about your expansion and role across the area. We are hoping to expand into more low-income rural areas. CACFP is big in Monterey County but would like to expand more into Santa Cruz County.

7:05 10. Development Report–Tony Nunez/ Anna Vaage (10 min)

Year end giving went really well. FY giving was steady, close to prior year month over month. Donations shot up over 60% and were \$100k over last year. 60% of donations coming in were from major gifts: \$1k, \$5k, \$10k. This has not been seen before.

Development is doing research on whether other nonprofits are seeing this as well. But a theory of ours is of earned media, doing direct emergency relief services. Major gifts are coming to CB in general but some also to MOW. Some are coming to support Pajaro as well. MOW did meet its fall mailer goal of \$150k, the goal is currently at \$165k. Campaigns and activities: CB kicked off first fall mailer and is going to send another one in March on the anniversary of Pajaro floods. Events are down: event committees are building back up.

Steph is working on securing a venue for our Farm to Fork. Drilling into Driscoll's network. Building on outreach and cultivation. Development is working on planning new Development Goals this spring for the coming FY.

7:15 12. Finance Committee Update – Doug Underhill (10 min)

WIC is experiencing success with ECM earning program income while having some expenses paid through the Path-CITED grant. WIC is projecting a \$106k gain on the year. EED – The program is well positioned this year. They are in a better position in terms of number of teachers, HP enrollment, and the state funded sites. Projected at a \$29k loss. \$191k revenue is projected from private pay tuition, up 80% from last FY. It is a juggle to have the right staffing at the right sites.

ELD – ADA has to increase from 53 and we need to see an increase in ECM program income.

MOW – Currently projected -\$200k, this is likely to change for the better in the next month. CB has received \$80k additional funding that will go into their budget, as well as a reduction in the LOSD maintenance costs to \$65k.

LL – Has a slight loss currently, but that will come back when they see some of the profits from the armory contract. LL did just do wage increases for the drivers.

FRC's – In aggregate they're all doing well. There are a large amount of donations from last year, as well as a large amount of grant funding, a lot of which is disaster related funding, and foundational funding that the FRCs don't have in the budget. The agency is already pushing forward revenues into the next fiscal year.

CACFP – Projecting a gain for this year. There is some state funding that the agency has been able to keep as retained earnings, for later usage. The daycare home count is better than last year.

Admin- Currently showing a gain. The gain is related partly to needing to fill a position that's been vacant for a few months. Also new dollars that come in and new grants increase program direct expenditures, which increases indirect dollars for Admin.

Dev – Holiday donations have been strong. The -\$33k at the end of November, will be moving towards positive for the December 31st report.

LOCC and Endowments – had a great fourth quarter.

CBHQ – slight gain for the year.

501 Main St. project is almost done.

Fiscal and the program completed a successful onsite WIC audit, conducted by the State Comptrollers Office. The auditor was onsite for a week. It went extremely well with no fiscal or programmatic findings.

7:25 13. Newspaper Articles

- a) [Top 10 ways to volunteer and help fight hunger this November in Santa Cruz County](#) – Lookout Santa Cruz, November 2023
- b) [Writers to host benefit for Pajaro flood survivors](#) – Santa Cruz Sentinel, November 2023
- c) [Elderday Grand Opening: New Watsonville Center Welcomes Volunteers](#) – Aptos Times, November 2023
- d) [Community Bridges steps in to help victims of a mass eviction in Pajaro](#) – KSBW, November 2023

- e) [Transforming Santa Cruz County's transportation landscape: Lift Line's mission to bridge gaps](#) – Lookout Santa Cruz, November 2023
- f) [Community Bridges assists Pajaro families facing eviction](#) – Santa Cruz Sentinel, November 2023
- g) [Familias en Pájaro pasan los últimos días en labores de mudanza antes de cumplir con orden de desalojo](#) – Telemundo, November 2023
- h) [Decenas de familias desalojadas en la comunidad de Pájaro en el condado Monterey](#) – Telemundo 48, November 2023
- i) [Reading For Flood Victims](#) – Good Times, November 2023
- j) [Dozens of Pajaro residents facing eviction during the holiday season organize and fundraise](#) – Monterey County Weekly, November 2023
- k) [Community Bridges raises more than \\$60K for Pajaro families facing evictions](#) – Santa Cruz Sentinel, November 2023
- l) [Empowering 22,000 vulnerable residents: Help deliver essential services to older adults, children & families](#) – Lookout Santa Cruz, November 2023
- m) [Evictions loom for 14 Pajaro families](#) - The Pajaronian, December 2023
- n) [Writers raise funds, encourage advocacy for Pajaro flood victims](#) – Santa Cruz Sentinel, December 2023
- o) [Monterey County flood response bolstered](#) – Monterey Herald, December 2023

7:25 14. Items for Next Agenda (5 min)

7:30 15. Adjourn Regular Meeting

Next Meeting: *Wednesday, February 21, 2024, 5 pm - 7:30 pm, via Zoom.*



Development Committee February 14, 2024 Notes

1. Fundraising Updates 11:00 – 11:40 (40 minutes)

a. January Donations Report (10 mins)

Donations are up 27% over prior year through January across all activities. We have met 79% of fundraising goal at 59% of the year. General unattributed gifts are up 60%, and major gifts are up 74%. Most programs are at or above 60% of their goal, with the exception of FRCs not including Pajaro. Lift Line vans are available for sponsorship and outreach is forthcoming this spring.

b. Upcoming Events & Campaigns (15 mins)

i. Food from the Heart – Feb 2

Food from the Heart fundraiser event increased 30% from \$55K to \$70K with the help of 12 new committee members. We will reconvene in the fall to meet previous goals set for sponsorships and major gifts.

ii. FRC Spring Mailer – March 11

We are mailing a Thank You update to people who donated to Pajaro Flood Relief marking the one-year anniversary. We have more than 2,000 of these contacts we need to keep informed of recovery efforts.

iii. Community Champions – March 18

The third week of March is national March for Meals awareness campaign. We are inviting elected officials, first responders, Meals on Wheels partners to learn firsthand how the services impact local seniors. Board members will be invited to be paired up with respondents and media.

c. Future Events & Campaigns (15 mins)

i. FRC Phone-a-Thon – April tbd

We are discussing an open house event to update MCR supporters on the program services, including fundraising and advocacy appeals.

ii. Planned Giving Mixer – May tbd

After tax season we will host a financial planning mixer and marketing for local advisors and donors about the benefits of planned giving.

iii. Farm to Fork – Aug 10

We are convening the Farm to Fork event committee to kick-off planning the event scheduled for August 10 in La Selva Beach.

2. Committee Updates 11:40 – 11:50 (10 minutes)

a. Sponsor Contacts & Prospects (10 mins)

Community Bridges has four major sponsorship opportunities each year, and a group of ongoing corporate sponsors. The committee can support stewardship of these contacts as well as identifying connections with new target sponsors. Committee members suggested engaging companies and their employees within their campuses and activities, accommodating volunteer opportunities.

Next meeting:

Wed, March 13, 2024

2nd Wednesdays at 11am


via Zoom

January 17, 2024 Agenda Packets and Board Votes Needed

Mary Mackenzie <marym@cbridges.org>

Fri 1/19/2024 2:48 PM

To:CB Board of Directors <CBBOD@cbridges.org>

 3 attachments (12 MB)

1.17.24 BOD Draft Agenda Packet.pdf; 1.17.24 BOD Closed Session Draft Agenda Packet.pdf; 1.17.24 BOD Draft Agenda Packet - smaller.pdf;

Dear Board,

Apologies many of you couldn't make the meeting on Wednesday. As this is our first meeting of the year we had several action items that will now need to be taken to email vote for us to move forward. As a friendly reminder, Robert's Rules of Order around email require a full and unanimous vote to pass and doesn't allow for discussion. Therefore, items that will require additional conversation with full board membership such as the acquisition of Hope's Closet will need to be added to the next agenda to allow for more discussion. We did do a gradients of agreement vote to see that the majority of the board was supportive of moving forward but had two major concerns 1) hiring retail staff and 2) alignment with our mission. We are exploring the possibility of gathering more information and insight on the first concern through our local staffing agencies and will reach out to partnering organizations such as Habitat for Humanity, since they operate ReStore. In addressing the second concern, we spoke about ensuring we do not dissolve the non-profit for 24 months, which would then require that we hold a separate (meeting could be on the similar to open and closed session) of the nonprofit board and have a couple overlapping board members the board to maintain the governance of the subsidiary. This would allow us to transition it, assuming we are successful in securing a workforce development grant that could support the operations and help our clients who need employment experience. There is more to discuss here and we are open to any further questions or concerns.

In terms of the email votes we need from the board here are the following.

- Motion to suspend the bylaws as it pertains to Sara Seigel to extend the term limit for another year for Sara.
- Motion to approve changes to our MOW bank accounts and signers removing former employees and adding Darren Daley, Michele Miller and Anna Vaage.
- Support the Advocacy Recommendation of supporting for Measure N, K and L which includes a recommendation to support the Measure N campaign (Hospital Bond) with a 5,000 dollar donation to support their advocacy efforts. The committee also advocated we write a letter of support for the other measures which includes direct language about the need for both the City of Santa Cruz and County of Santa Cruz to continue to increase their investment in social service programming which helps support the wellbeing of their community and they hope that some funds from the general sales tax increases will be redirected to address the growing poverty needs of children, seniors and their families.

We ask that you please vote and approve this slate of recommendations by Wednesday, January 24th as we plan to support the Hospital Ballot Measure with our space and hopefully some walkers on Saturday, January 27th.

Thank you,
Mary

Mary Mackenzie (pronouns she, her, hers)
Assistant to the CEO, Community Bridges
519 Main Street, Watsonville, CA 95076
P | 831.688.8840 x207 C | 206.819.2478 F | 831.688.8302

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Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Our family of ten programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life.

Re: January 17, 2024 Agenda Packets and Board Votes Needed

Aloke Mukherjee <aloke.m@outlook.com>

Tue 1/23/2024 11:41 AM

To: Mary Mackenzie <marym@cbridges.org>; Stephanie Ruhl <Stephanie.Ruhl@driscolls.com>

Cc: Ray Cancino <RaymonC@cbridges.org>

Please see my responses inline below.

Thanks,

Aloke Mukherjee
aloke.m@outlook.com
831-539-6154

From: Mary Mackenzie <marym@cbridges.org>

Sent: Tuesday, January 23, 2024 9:29 AM

To: Stephanie Ruhl <Stephanie.Ruhl@driscolls.com>; Aloke Mukherjee <aloke.m@outlook.com>

Cc: Ray Cancino <RaymonC@cbridges.org>

Subject: Fw: January 17, 2024 Agenda Packets and Board Votes Needed

Hi Steph and Aloke,

If you have a minute, please let us know of your vote on the three matters below by tomorrow (Wednesday) by noon.

Thanks,
Mary

Mary Mackenzie (pronouns she, her, hers)
Assistant to the CEO, Community Bridges
519 Main Street, Watsonville, CA 95076
P | 831.688.8840 x207 C | 206.819.2478 F | 831.688.8302

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From: Mary Mackenzie

Sent: Friday, January 19, 2024 2:48 PM

To: CB Board of Directors <CBBOD@cbridges.org>

Subject: January 17, 2024 Agenda Packets and Board Votes Needed

Dear Board,

Apologies many of you couldn't make the meeting on Wednesday. As this is our first meeting of the year we had several action items that will now need to be taken to email vote for us to move forward. As a friendly reminder, Robert's Rules of Order around email require a full and unanimous vote to pass and doesn't allow for discussion. Therefore, items that will require additional conversation with full board membership such as the acquisition of Hope's Closet will need to be added to the next agenda to allow for more discussion. We did do a gradients of agreement vote to see that the majority of the board was supportive of moving forward but had two major concerns 1) hiring retail staff and 2) alignment with our mission. We are exploring the possibility of gathering more information and insight on the first concern through our local staffing agencies and will reach out to partnering organizations such as Habitat for Humanity, since they operate ReStore. In addressing the second concern, we spoke about ensuring we do not dissolve the non-profit for 24 months, which would then require that we hold a separate (meeting could be on the similar to open and closed session) of the nonprofit board and have a couple overlapping board members the board to maintain the governance of the subsidiary. This would allow us to transition it, assuming we are successful in securing a workforce development grant that could support the operations and help our clients who need employment experience. There is more to discuss here and we are open to any further questions or concerns.

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- Motion to suspend the bylaws as it pertains to Sara Seigel to extend the term limit for another year for Sara.

ALOKE MUKHERJEE: I vote yes.

- Motion to approve changes to our MOW bank accounts and signers removing former employees and adding Darren Daley, Michele Miller and Anna Vaage.

ALOKE MUKHERJEE: I vote yes.

- Support the Advocacy Recommendation of supporting for Measure N, K and L which includes a recommendation to support the Measure N campaign (Hospital Bond) with a 5,000 dollar donation to support their advocacy efforts. The committee also advocated we write a letter of support for the other measures which includes direct language about the need for both the City of Santa Cruz and County of Santa Cruz to continue to increase their investment in social service programming which helps support the wellbeing of their community and they hope that some funds from the general sales tax increases will be redirected to address the growing poverty needs of children, seniors and their families.

ALOKE MUKHERJEE: I vote yes.

We ask that you please vote and approve this slate of recommendations by Wednesday, January 24th as we plan to support the Hospital Ballot Measure with our space and hopefully some walkers on Saturday, January 27th.

Thank you,
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Re: January 17, 2024 Agenda Packets and Board Votes Needed

Brenda Griffin <brendagriffin6@gmail.com>

Sun 1/21/2024 6:20 PM

To: Nick Calubaquib <ncalubaquib@gmail.com>

Cc: Jack Jacobson <jackjacobson@cs.com>; Mary Mackenzie <marym@cbridges.org>; CB Board of Directors <CBBOD@cbridges.org>

I vote yes on all items. Thanks.

On Sun, Jan 21, 2024 at 7:52 AM Nick Calubaquib <ncalubaquib@gmail.com> wrote:

I vote yes on all items as well.

Nick

Sent from my iPhone

On Jan 19, 2024, at 3:21 PM, Jack Jacobson <jackjacobson@cs.com> wrote:

I vote yes on all issues.

Sent from my iPad

On Jan 19, 2024, at 2:48 PM, Mary Mackenzie <marym@cbridges.org> wrote:

Dear Board,

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members the board to maintain the governance of the subsidiary. This would allow us to transition it, assuming we are successful in securing a workforce development grant that could support the operations and help our clients who need employment experience. There is more to discuss here and we are open to any further questions or concerns.

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Mary Mackenzie (pronouns she, her, hers)

Assistant to the CEO, Community Bridges

519 Main Street, Watsonville, CA 95076

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Brenda J. Griffin

"If they don't give you a seat at the table, bring a folding chair"

- Rep. Shirley Chisholm (D-N.Y.)

Re: January 17, 2024 Agenda Packets and Board Votes Needed

Mary McMillan <marymac1918@gmail.com>

Sun 1/21/2024 8:54 AM

To: Mary Mackenzie <marym@cbridges.org>

I vote yes on all items from the agenda.

Mary McMillan

On Fri, Jan 19, 2024 at 2:48 PM Mary Mackenzie <marym@cbridges.org> wrote:

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Thank you,
Mary

Mary Mackenzie (pronouns she, her, hers)

Assistant to the CEO, Community Bridges

519 Main Street, Watsonville, CA 95076

P | 831.688.8840 x207 C | 206.819.2478 F | 831.688.8302

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Re: January 17, 2024 Agenda Packets and Board Votes Needed

Nick Calubaquib <ncalubaquib@gmail.com>

Sun 1/21/2024 7:52 AM

To: Jack Jacobson <jackjacobson@cs.com>

Cc: Mary Mackenzie <marym@cbridges.org>; CB Board of Directors <CBBOD@cbridges.org>

I vote yes on all items as well.

Nick

Sent from my iPhone

On Jan 19, 2024, at 3:21 PM, Jack Jacobson <jackjacobson@cs.com> wrote:

I vote yes on all issues.

Sent from my iPad

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Re: January 17, 2024 Agenda Packets and Board Votes Needed

Ryan Friedrich <erich.ryan10@gmail.com>

Sun 1/21/2024 3:25 PM

To: Mary Mackenzie <marym@cbridges.org>

I vote yes on all. Thanks

On Fri, Jan 19, 2024 at 14:48 Mary Mackenzie <marym@cbridges.org> wrote:

Dear Board,

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Re: January 17, 2024 Agenda Packets and Board Votes Needed

Silvia Morales <silvia@rcnv.org>

Sun 1/21/2024 2:57 PM

To: Nick Calubaquib <ncalubaquib@gmail.com>

Cc: CB Board of Directors <CBBOD@cbridges.org>; Jack Jacobson <jackjacobson@cs.com>; Mary Mackenzie <marym@cbridges.org>

I vote yes

On Sun, Jan 21, 2024 at 7:52 AM Nick Calubaquib <ncalubaquib@gmail.com> wrote:

I vote yes on all items as well.

Nick

Sent from my iPhone

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I vote yes on all issues.

Sent from my iPad

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RE: January 17, 2024 Agenda Packets and Board Votes Needed

Stephanie Ruhl <Stephanie.Ruhl@driscolls.com>

Wed 1/24/2024 10:56 AM

To: Mary Mackenzie <marym@cbridges.org>; Alope Mukherjee <aloke.m@outlook.com>

Cc: Ray Cancino <RaymonC@cbridges.org>

Good morning team,

Apologies for the delay, I've been traveling.

I vote yes to all 3 recommendations listed below.

Take care,

Steph

M: 831-254-3497

From: Mary Mackenzie <marym@cbridges.org>

Sent: Tuesday, January 23, 2024 9:29 AM

To: Stephanie Ruhl <Stephanie.Ruhl@driscolls.com>; Alope Mukherjee <aloke.m@outlook.com>

Cc: Ray Cancino <RaymonC@cbridges.org>

Subject: [EXT] Fw: January 17, 2024 Agenda Packets and Board Votes Needed

Importance: High

The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.

Hi Steph and Alope,

If you have a minute, please let us know of your vote on the three matters below by tomorrow (Wednesday) by noon.

Thanks,

Mary

Mary Mackenzie (pronouns she, her, hers)

Assistant to the CEO, Community Bridges

519 Main Street, Watsonville, CA 95076

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From: Mary Mackenzie
Sent: Friday, January 19, 2024 2:48 PM
To: CB Board of Directors <CBBOD@cbridges.org>
Subject: January 17, 2024 Agenda Packets and Board Votes Needed

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RE: January 17, 2024 Agenda Packets and Board Votes Needed

Sara Siegel <Sara.Siegel@santacruzcountyca.gov>

Sun 1/21/2024 3:24 PM

To: Silvia Morales - Work <silvia@rcnv.org>; Nick Calubaquib <ncalubaquib@gmail.com>

Cc: CB Board of Directors <CBBOD@cbridges.org>; Jack Jacobson <jackjacobson@cs.com>; Mary Mackenzie <marym@cbridges.org>

I vote yes as well.

Additionally, I would add that during our discussion of Hope's Closet at our board meeting last Wednesday, it was also noted that there were concerns about not just hiring retail staff, but also about being able to recruit and train the number of volunteers needed to keep the organization running.

Thank you,

Sara Siegel

Deputy Probation Officer III

Pretrial Division Supervisor

Santa Cruz County Probation Department

(831)454-3425 office

Sara.siegel@santacruzcountyca.gov

Schedule:

Sunday- Wednesday 7:00am-6pm



From: Silvia Morales <silvia@rcnv.org>

Sent: Sunday, January 21, 2024 2:56 PM

To: Nick Calubaquib <ncalubaquib@gmail.com>

Cc: CB Board of Directors <CBBOD@cbridges.org>; Jack Jacobson <jackjacobson@cs.com>; Mary Mackenzie <marym@cbridges.org>

Subject: Re: January 17, 2024 Agenda Packets and Board Votes Needed

******CAUTION:** This is an EXTERNAL email. Exercise caution. DO NOT open attachments or click links from unknown senders or unexpected email. ****

I vote yes

On Sun, Jan 21, 2024 at 7:52 AM Nick Calubaquib <ncalubaquib@gmail.com> wrote:

I vote yes on all items as well.

Nick

Sent from my iPhone

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Sent from my iPad

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Jack Jacobson <jackjacobson@cs.com>

Fri 1/19/2024 3:21 PM

To: Mary Mackenzie <marym@cbridges.org>

Cc: CB Board of Directors <CBBOD@cbridges.org>

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Sent from my iPad

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Elderday Capacity Plan 2024

Current active participants – 111

Current average daily attendance (ADA) - 55

- We will need to add 54 new participants to reach 80 ADA by December 2024
- Long-term goal is 90-100 participants/day
- We discharge approximately 1 participant/week (death, placement, moving location)

Plan – Enroll at least 2 new participants/week during 2024 to increase number of enrolled participants to 165

How we will reach this goal

Increase social work services, as social workers are key to enrollment.

- We have two social work assistants
- New Social work supervisor hired 1/9/23
- Received Bridge to Recovery grant to hire an additional social work assistant for 2024 to increase enrollment. We are currently interviewing for this position
- Additional social work assistant, above what is required by regulations, will focus on enrolling new participants

Increase applications

- Outreach
 - Heavy focus on Watsonville
 - Develop closer relationship with the Senior Center
 - Personal outreach to senior apartments
 - Outreach to larger residential care facilities
 - Send letter to all Medi-Cal primary care and geriatric physicians.
- Marketing and Communications Manager is developing media/social media plan
- Plan at least two public and well-advertised open houses between January and June.

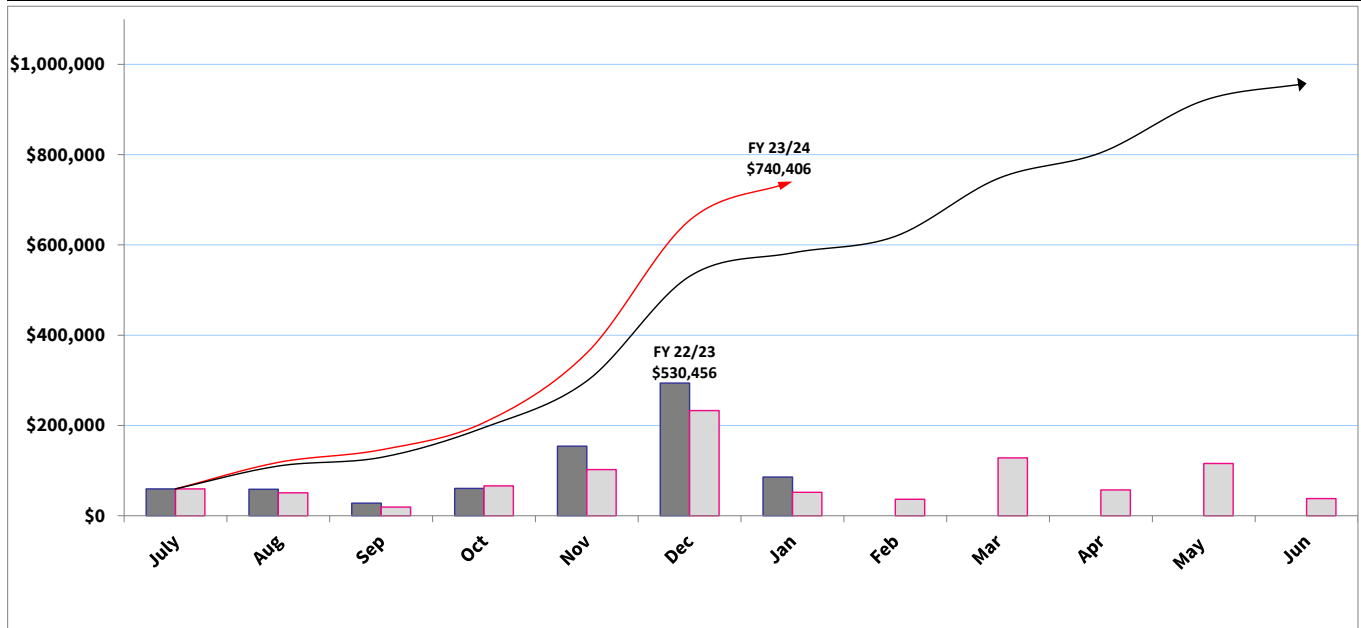
Improve attendance for already-enrolled participants

- Reduce cancellations
 - Re-institute perfect attendance awards
 - Educate participants and caregivers around the importance of regular attendance
- Improve participant experience
 - Activities coordinator will increase volunteering by doing community outreach (volunteerism dropped off significantly since the pandemic and has not returned)
 - Re-focus daily activities on participant engagement – staff trainings by Activities Coordinator and Program Director.

Development Progress Report
Fiscal Year 2023-24
January 31, 2024

Donation Revenue (Excluding Grants)

	Fiscal Year	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Total	Current Year 23/24	\$59,425	\$58,835	\$27,788	\$60,344	\$154,259	\$293,947	\$85,809						\$740,406
	Previous Year 22/23	\$59,580	\$50,601	\$19,066	\$66,083	\$102,245	\$232,881	\$51,859	\$36,667	\$128,208	\$57,162	\$115,605	\$37,957	\$957,915
Year over year difference: 1/31/23 to 1/31/24 \$158,092 27.1% change														



A. Cumulative YTD Donations

- 23/24 Donations YTD \$740,406 79% Portion of goal met
- 22/23 Donations YTD \$582,315 27.1% Change over prior year
- 23/24 Donation Goal \$940,100 59% Portion of year lapsed

A. Appeals & Events

- General donations up 60%, major gifts up 74% over prior year.
- MOW Food from the Heart increased 30% from \$55K to \$70K.
- Pajaro Eviction Defense raised \$75,000 not shown in this report.

Fundraising Campaign Report Through January 31, 2024

Donations to Programs	23/24 Goal	23/24 YTD	% Goal Met	22/23 Final
CB General Funds	\$342,400	\$279,321	82%	\$324,972
Child and Adult Care Food Program	\$5,600	\$5,170	92%	\$5,705
Early Education Division	\$6,000	\$3,614	60%	\$3,700
Women, Infants & Children	\$3,500	\$6,785	194%	\$1,545
Elderday	\$9,000	\$21,254	236%	\$6,180
Lift Line	\$19,000	\$5,350	28%	\$6,930
Meals on Wheels	\$435,000	\$321,013	74%	\$461,560
La Manzana Community Resources	\$5,000	\$50,559	1011%	\$28,437
Live Oak Community Resources	\$29,000	\$5,265	18%	\$53,403
Mountain Community Resources	\$76,600	\$38,475	50%	\$57,041
Nueva Vista Community Resources	\$9,000	\$3,600	40%	\$8,441
Total Program Revenue	\$940,100	\$740,406	79%	\$957,915

Fundraising Appeals & Campaigns	23/24 Goals	23/24 YTD	22/23 YTD	23/24 \$ change
CB Annual Report	\$6,500	\$2,930	\$150	\$2,780
CB Calendar	\$40,000	\$8,720	n/a	n/a
CB Fall Mailer	\$5,000	\$13,717	n/a	n/a
CB Farm to Fork Gala	\$60,000	\$47,938	\$59,358	(\$11,420)
General Donations	\$258,100	\$173,956	\$108,867	\$65,089
Giving Tuesday	\$22,100	\$22,109	\$21,611	\$498
Major Gifts \$5,000+	\$220,200	\$161,615	\$93,000	\$68,615
MCR Mountain Affair	\$25,000	\$15,890	\$20,378	(\$4,488)
Monthly Donations	\$25,000	\$23,824	\$16,746	\$7,078
MOW Client Contributions	\$8,000	\$2,418	\$575	\$1,843
MOW Fall Mailer	\$150,000	\$165,914	\$150,600	\$15,314
MOW Food from the Heart	\$34,000	\$23,313	\$1,500	\$21,813
Outside Fundraisers	\$0	\$31,159	\$37,270	(\$6,111)
Payroll Contributions	\$25,000	\$20,704	\$20,098	\$606
Upcoming Activities	\$70,200	tbd	tbd	n/a
Disaster Relief Funds	\$0	\$26,199	\$303	\$25,896
Pajaro Operating Funds	\$0	\$5,170	n/a	n/a
Total Campaign Revenue	\$949,100	\$740,406	\$530,456	\$209,950

COMMUNITY BRIDGES Program Budget Summary December 31, 2023											
Projections for Year Ending 6-30-2024											
A	B	C	D	E	F	G	H	I	J	K	L
PROGRAM NAME:	6/30/23 Unaudited Balance	Annual 23/24 Approved Budget	Current Projected Expenses	Current Projected Revenues	As Yet Unsecured Revenues	(E-D) Net 2023-2024 Gain/Loss	(B+G) Cumulative Gain/Loss	Goal 25% Reserve %	Change from Prior Mo	% Change	14.53% Gen'l & Adm Exp
WIC (CB FY)	206,645	2,981,804	2,941,300	3,045,890	0	104,590	311,235	10.6%	(1,886)	-0.1%	427,325
Early Education Division	445,968	3,145,860	3,218,948	3,188,035	240,015	(30,913)	415,055	12.9%	(1,415)	0.0%	449,936
Elderday	(387,752)	2,717,625	2,532,150	2,127,980	360,000	(404,170)	(791,922)	-31.3%	(13,335)	-0.5%	359,607
Meals on Wheels	1,578,929	2,837,314	2,946,350	2,839,131	417,396	(107,219)	1,471,710	51.7%	93,980	3.2%	398,072
Lift Line	(57,965)	3,207,421	3,291,173	3,298,746	360,000	7,573	(50,392)	-1.7%	48,285	1.5%	382,249
La Manzana Commty Res	353,246	1,174,202	1,658,211	1,653,767	181,588	(4,444)	348,802	21.2%	40,128	2.4%	170,683
Mountain Commty Res	384,197	706,070	835,837	835,727	127,404	(110)	384,087	46.5%	(51,957)	-6.2%	88,485
Nueva Vista Commty Res	334,752	508,463	512,897	517,452	84,271	4,555	339,307	66.7%	4,692	0.9%	74,613
Live Oak Commty Res	200,863	540,525	590,672	590,672	119,677	-	200,863	34.0%	37,388	6.3%	85,611
CACFP (CB FY)	77,774	4,274,476	4,081,423	4,117,544	96,000	36,121	113,895	11.5%	5,220	0.1%	68,900
Administration	171,423	2,552,645	2,593,268	2,640,547	255,265	47,279	218,702	8.4%	(13,957)	-0.5%	7,265
Philanthropy	487,444	392,400	429,035	422,015	284,412	(7,020)	480,424	112.0%	26,777	6.2%	62,522
TOTAL PROG OPERATIONS	3,795,524	25,038,805	25,631,264	25,277,506	2,526,028	(353,758)	3,441,766	16.23%	173,920	0.7%	2,575,268
LOCR-Capital Campaign	479,649		26,500	4,234	0	(22,267)	457,383	NA	-		0
CBHQ FY 23/24 Activity		-	129,403	140,406	0	11,003	11,003	NA	943		0
501 Main Street	838,685		1,733,245	894,560	0	(838,685)	-	NA	-		15,279
Fixed Assets & Gen'l Agy	8,579,657	-	1,780	19,274	0	17,494	8,597,151	NA	2,973		0
TOTAL AGENCY	13,693,515	25,038,805	27,522,192	26,335,980	2,526,028	(1,186,213)	12,507,303	16.23%	177,835	0.6%	2,590,547

Fixed Asset purchases and Pass-Thru expenses exempt from Indirect; Revenues and Expenses include all pass-through

*364K of Prior Year Funds were in approved BOD budget for programs: 135K ELD, 16K LOCR, 213K MOW

*Below the line 501 Main expenditures will turn into capitalized fixed assets and will affect -Cash-Flow / +Net assets in terms of neutral financial gain/loss

Program Budget Summary
December 31, 2023

PROGRAM NAME:

WIC	Minimal change, increase in publicity media 5.5K
Early Education Division	+33K promotion/media, +6K class supplies, +3.5K ommunications, -43K personnel
Elderday	Dec ADA 53, YTD ADA 53.5
Meals on Wheels	+12K personnel, +20K Food, decrease in Lease hold Improvements, +73K AAA funding
Lift Line	+50K SGR funding, +5.5K publicity/media, +16K vehicle maint., personnel shifted to MD,
La Manzana CR	-40K personnel, -26K prog. Supplies, +118K assistance, +137K prior year disaster funding
MCR	+33K personnel, +55K assistancce, +10K maint, +108K prior year disaster funding
Nueva Vista CR	-7K personnel, -5K Contracted Services, -15K donations rev, +10K UCSC grant
Live Oak CR	+6K personnel, -22K donations rev, +32K prior year disaster funding
CACFP	Projected gain on unspent state reimbursement, currently a gain on FED DCH, +6K Dec (vacations)
Administration	+20K Indirect, +30K IT, +8K legal, +2K misc, -7K personnel
Philanthropy	Strong donation in Dec (80K), +30K projected FY donations, +15K publicity media
LOCR-Cap Campaign	Actual YTD less proj FY 23/24 expenses, 12/31/2023 \$483,882.50
La Manzana Property	Actual Revenue/Expense through 12/31/2023
501 Main Street	Amount to completion - proj reserve + rev + loan = proj expenses
FAs & Agy Unrestr.	Actual YTD less projected FY 23/24 expenses, Endowment Balance 12/31/2023 \$737,553
Total Agency	Total Programs -353K, BOD aproved budget -364K