

## **(0) Set up GoFundMe account**

Apply to community businesses for grants, for a one time financial support or a continuous sponsorship of our meals program? The following companies have programs that have food and nutrition as the targets of their charitable giving in their local communities.

**(1)**

<https://shop.shoprite.com/globaldata/banner-pages/member-pages/inserra-donation-page>

**(2)**

<https://stopandshop.com/request-a-donation/>

**(3)**

<https://www.costco.com/charitable-giving-faq.html>

**(4)**

<https://walmart.org/what-we-do/strengthening-communities/local-giving>

**(a) Staples**

**(b) Target**

**(c) BJ**

**(d) Comcast**

**(e) Pillsbury Foundation**

**(f) Medtronic**

**(g) Wells Fargo**

**(h) Robert Wood Johnson Foundation**

**(i) Bell Foundation**

**(j) WPLR**

We could also apply for supplies such as cups, toilet paper, cleaning supplies, gloves, gowns, face masks, etc.

## **(5) Technology**

**(a)** Program the two office printers to function as FAX machines to eliminate cost of dedicated Comcast third phone line.

**(b)** Long-term backup process for both computers

**(c)** select and install antivirus software.

**(d)** Follow up with CBS re why is MBK's FireStick account is working vs Partnerships account is not. Credit while closed? Work Order status? - George

### **(6) Accounting**

**(a)** Review QuickBooks and directly generate monthly income/expenditure reports and a Chart of Accounts in lieu of the Excel report that is difficult to understand and is more labor intensive to generate. - Randi? bookkeeper New report format is better.

**(b)** What reports does the Board want moving forward?

**(c)** Invite Marvin to join Board of Directors **COMPLETED**

**(d)** Treasurer's report available 10 to 14 days after close of previous month including projections

**(e)** Monthly financial projection – Dan & Vicky

### **(7) website**

**(a)** update content **COMPLETED**

**(b)** reduce hosting cost **COMPLETED**

**(c)** provide online donation means, PayPal? **COMPLETED**

**(d)** testimonial page **COMPLETED**

**(e)** add professional email address in lieu of yahoo.com **COMPLETED**

**(f)** add individual email addresses for example executivedirector@..., office@... president@... info@... **COMPLETED**

**(g)** news blog **COMPLETED**

**(h)** provide for mailing list & mass mailing

### **(8) RN within 30 minutes**

**(a)** Apply to CAADS for waiver of RN requirement

**(b)** Reach out to Val as temporary RN Supervisor - Diana

### **(9) Media Blitz**

CAADS Another marketing idea: a contest where participants submit pictures. Prize (a pizza delivered to house) for

a. Best mask

b. Best pet

c. Etc.

Send to staff and clients ???

**(10) Employee's Handbook**

**(a)** details see January 2020 Exec Board minutes

**(b)** Christine's Boilerplate blurbs

**(c)** Effective Jan 1, 2018 CT Requirement to offer 401K retirement plan w/o match

**(11) Speak on WQUN, Citizens TV, WPLR**

Shirley will help Pat with synopsis

**(12) Grants from Community Foundation of Greater New Haven – July 2018 Minutes for details re**

Partnering with QU and/or SCSU as a service learning center

**(13) Online promotion**

[www.facebook.com/hamdennorthhaventimes](http://www.facebook.com/hamdennorthhaventimes)

**(14) Outreach to community**

**(a)** JCC Director Scott Cohen?

**(b)** Jewish Family Service follow-up w/ Andrea Joseph

**(c)** Mishkan Israel Social Action – Shirley

**(d)** Temple Beth Sholom Social Action follow up – George

**(e)** 35-Year Proclamation from Hamden Mayor Curt Balzano Leng

**(f)** Contact Representative DeLauro re Adult Day Care support

**COMPLETED**

**(g)** Dancing With Parkinson's @ Whitney Center Laura Richling

**(h)** Create list of ALL home care providers & approach for referrals

**(i)** Create list of ALL rehab providers & approach for referrals

**(j)** Hannah Gray Home follow-up

**(k)** Outreach to local veteran's organizations for clients

**(l)** Amity Club

**(m)** United Way

**(n)** Knights of Columbus

**(o)** Jewish Federation

**(p)** Probus Club

**(q)** Cheshire

**(r)** North Haven - Pat

- (s) New Haven
- (t) East Haven - Pat
- (u) West Haven
- (v) Branford
- (w) Wallingford
- (x) local churches and mosques – Make list & contacts
- (y) list of places where flyers can be posted. see Oct 4, 2018 minutes
- (z) Whitney Center interested in working with Partnerships
- (aa) Outreach to Traumatic Brain population
- (bb) list of disabled and “elderly” housing in CT especially Hamden/North Haven area – Patricia
- (cc) Hamden Mayor – George **In Process**
- (dd) Clelian overflow – Vicky or Shirley **In Process**
- (ee) Mary Wade overflow – Vicky or Shirley **In Process**
- (ff) Juniper overflow – Andre contact – Diana **In Process**

### **(15) Annual Grant Applications**

Received \$1400 donation from AT&T Dec 2016  
Received \$1500 donation from Frontier Dec 2019 - application for community service grant Jan 2019  
Rotary application for specific project due March 3rd  
Re-apply or nomination for Connex Coins-for-Change  
Community Action Agency of New Haven, Inc. (CAANH)  
Unitas Club of Hamden  
Barn Sale (2407 Dixwell Ave) donation arranged by Pat  
Trust and Estate Section Bar Association – Shirley  
Agency on Aging \$1000-\$5000 grants – Diana  
Alzheimer Aid grant due March 30<sup>th</sup>  
Title III grants that Clelian gets but Partnerships does not  
FEDEX \$1,000,000 grant to non-profit small business

### **(16) VISA Credit Card**

Still in Val's name. Pat and Shirley will apply for new account  
**COMPLETED**

**(17) Personal Property Tax and IRS Filing**

Does Partnerships pay on things like computers? Marvin? **COMPLETED**

Need to fill out and file tax exempt form **In Process**

IRS Form 990 not filed for 2019? **PENALTY for late filing In Process**

**(18) Val's keys to be returned.**

Shirley will contact her. **COMPLETED**

**(19) Board Review & Lessons Learned from Marketing Video  
*Maximizing Enrollment*****(20) Create master list of Old Business – George **COMPLETED******(21) Update Reviews and news of Partnerships**

(a) Google Maps **In Process see (30)**

(b) YELP **In Process see (30)**

(c) Facebook **COMPLETED**

(d) Hamden Patch **In Process see (30)**

**(22) Price List**

bathing charges

\$60 4-hour Half-day fee associated with Probus grant/scholarships

**COMPLETED**

**(23) Digital Marketing**

(a) Finalize logo colors **Completed**

(b) Finalize letterhead with hiresolution artwork **In Process**

(c) File & rules for using DBA – Shirley **COMPLETED**

(d) Trade Name Certificate correction & filing **COMPLETED**

(e) Tagline "Home Away From Home" is it owned? **COMPLETED**

(f) Rebranding - Reach out to Google and similar, state agencies, Area Agency on Aging and others in order to get new name change and recognition **In Process**

(g) Fix heart logo and get hiresolution artwork **In Process**

**(24) Peer Review****(25) Governance Committee****(a)** Finalize By-Laws • approve • publish **COMPLETED****(26) Hiring Committee COMPLETED****(28) Pre-opening Committee**– Shirley, Vicky, Dan?, Janet and George **COMPLETED****(a)** Apply for cleaning and med supplies. Contact Josh? - Patricia**(b)** Contact Dawn and Madeline re comfort zone to reopen – Vicky **COMPLETED****(d)** Budget to open 200611**(e)** Track Covid-19 expenditures for reimbursement. **In Process****(29) Annual Meeting • Nominating Committee COMPLETED**– Pat, chair and Diana, Janet? June 15, 2020 **COMPLETED****(30) Communications Committee NEW**·❖ website maintenance and update using WordPress **In Process**add staff pictures, corrected logo and better quality logo images to website **In Process**

·❖ Facebook maintenance and fresh posts to update

·❖ Add PayPal to Facebook

·❖ Internet search for rebranding to Partnerships Adult Day Center with the exactly same and correct name and address **In Process**

·❖ Internet search for new places to add the new brand

·❖ New Twitter account

·❖ New Instagram account

·❖ New NextDoor account

·❖ Google My Business – claim listing **In Process**·❖ Bing places for business – claim listing **In Process**·❖ Update Google Maps, YELP, Hamden Patch **In Process**

- ❖ Attempt to work with micro-influencers  
ex. [adventuresofacaregiver.com](http://adventuresofacaregiver.com) [thedawnmethod.com](http://thedawnmethod.com)  
<https://takingcareofgrandma.com/>
- ❖ Connect with [www.citizenstv.net/channel\\_27.html](http://www.citizenstv.net/channel_27.html) and get free publicity on interview programs such as 21<sup>st</sup> Century/OneWord and create a public service video that will be put on Comcast TV
- ❖ Connect with local print media and publish
- ❖ Post regularly on [www.facebook.com/hamdennorthhaventimes](http://www.facebook.com/hamdennorthhaventimes)
  
- ❖ Update brochure with corrected logo and better quality logo images
- ❖ Update letterhead template with corrected logo and better quality logo images
  
- ❖ Local SEO and niche SEO for website
  
- ❖ PageSpeedInsights tool to check site speed and troubleshoot slowness
- ❖ Backlinks

