



**Oakridge Neighborhood  
October Board Meeting  
October 23, 2024  
Hybrid Meeting – Oakridge Neighborhood Boar Room**

**Attendance:**

Dr. Andrea McGuire; Joyce McDanel; Carol Bodensteiner; Diana Dubuisson; Skylar Mayberry-Mayes; Martine Olson-Daniel; Jamie Buelt; Nalo Johnson, PhD; Emily Lemay; Timothy V Haight; Albert Farr; Sharon Gaddy-Hanna

**Remote Attendance:**

Marcy Baker; Rona Berinobis; Michael A. Hutney; Kent Kramer; Kuuku Saah; Erin Kuhl; Mary Johnson; Mark Wiltse; Deidre Williams.

**Board Not in Attendance:**

Jessica Feeney; Matt Haney.

**Staff Attendance:**

Deidre DeJear; Kristin Clayton; Chris Irvine; Pat Palmer; Sheri Fitzpatrick; Kristin Littlejohn.

**I. Call to Order**

- a) Dr. Andrea McGuire called the October 2024 Oakridge Board Meeting to order at 7:35 a.m.

**II. Mission Moment:** Deidre DeJear spoke on “showing up” for Oakridge and other important organizations and causes around Des Moines. It’s because people care and show up that Oakridge can be up to something good, and she is blessed by Oakridge and glad to be a part of the amazing Board and staff.

**III. Consent Agenda Approval**

- a) Dr. Andrea McGuire presented the following items for approval:
  - i. Board Meeting Minutes –August 2024
  - ii. September Financials

**Move:** Tim Haight

**Second:** Joyce McDanel

**Status:** Passed

**IV. Committee/Working Group Updates**

- a) Finance Committee Updates– Mark Wiltse, Chair of the Finance Committee provided an overview on the following items:
  - i. Cash flow; December Payroll
  - ii. Timing on grants that have yet to reimburse
  - iii. Budget Process & Goals for 2025
  - iv. Housing working on vacancy turnover
  - v. Line of credit status

b) Year End Fund Raising – Kristin Littlejohn, VP of Development provided a report on Year ends fund raising

i. Recap Jazz, Jewels & Jeans

a. Lower sponsorship

b. \$117,809 received to date; net profit \$86,934.00

c. Expenses down

d. Re-thinking event for 2025

e. Utilize Development Committee as event planning

f. 4<sup>th</sup> Quarter strategy

1. 3-part email blast donor focus – year end giving

2. Year-end appeal

3. Oak Society November 7<sup>th</sup>

4. 1 on 1 key donor meetings with Deidre

5. Fireside Chats at Silver Oaks

6. Board call-a-thon

a. Utilizing Board Member network

g. Board Member sign up for reaching out to 3 new prospective donors

1. Commit to verbally talking about Oakridge

a. Kristin will supply scripts for reaching out

2. Contact Deidre with names of individuals

3. Attend fireside chats

h. Re-imagining Development Committee in January 2025

c) Marketing Updates

i. Why Marketing is important

a. People want to affiliate with winners and know the stories of organizations

1. Getting to know people, programs and people served

b. Great media and internet communications

c. Highlights of the fall 2024

1. Communications updates

2. Media interest about Deidre joining Oakridge Team

d. Looking to 2025

1. Deidre is in considerations for top 15 people to watch for 2025 with Des Moines Register

2. Business Publications – robust schedule through several media venues

3. Business Record granting adds free of charge for 2 major events

4. Successful Nomination for Teree as a Women of Achievement

5. Great Facebook and LinkedIn social media engagement

6. Media engagement from incidents on campus

a. Police response is that Oakridge is private property- we cannot ask individuals to leave

b. Resident Meetings – If you See Something-Say Something

c. Meeting set with new police chief

d. Advisement and collaboration with Drake University Security and Unity Point Security

- d) Oak Academy Update
  - i. Level Set Staffing
  - ii. Open Enrollment in process
  - iii. Number of newly hired staff in training
  - iv. Working to complete NAEYC accreditation

## **VI. CEO Update**

- a) Royal View Manor-
  - i. awarded to Rittman Properties
  - ii. Seeking a service provider
  - iii. Mandated as subsidized housing
- b) Anawim
  - i. Anawim Board - in process of voting/defining what merger details might be
  - ii. Oakridge- No recent updates
- c) Deidre in process:
  - i. 30/60/90 with all departments
  - ii. Year-end assessment
  - iii. Vision to be presented in January
  - iv. Workday Wednesday – Deidre working 4 hours in Every department
  - v. Reminder for Oak Society – November 7<sup>th</sup> at Krause Center
    - 1. Honoring Don & Charlene Lamberti
  - vi. Welcome back Albert Farr
  - vii. Doodle Poll out to go out for meeting dates in 2025

## **VII Adjourn meeting 9:00 am**