

**It's a Breast Thing Non-Profit
Board Meeting
July 12, 2021
Minutes**

Board members in attendance: Malinda Barr(MB), Suzi Wyman(SW), Barb McKessy(BM), Carol Rapson(CR), Colleen Horstmyer(CH), Sandie Bushard Rizer(SBR), Tammy Guastella(TG),Joni Johnson(JJ) via Zoom

Members Absent:

Members not in attendance: SM

Call to Order: 6:34 p.m.

Read Mission – Read by BM

MISSION STATEMENT

The mission of *It's A Breast Thing* is to **ENHANCE** the lives of breast cancer patients thru financial grants, provide **SUPPORT** to survivors and families, all while establishing strong **PARTNERSHIPS** with care providers.

Approval of Agenda: Motion to approve SM, CR seconded. Ayes: 8. Nays: 0. Motion approved.

Approval of Minutes : Motion to approve TG, SBR seconded. Ayes: 8. Nays: 0. Motion approved.

Intro from Pres: Focus on Event. Letter to 100 Women will be sent to board members. It's a generic letter, so it can be personalized. Board needs to send to their friends/family/co-workers asap. A possible "100 Women's Event" to be hosted by MB. More to come on that.

Financial/Budget Report – Due in August

Standing Team Reports (Chairperson of committees will submit report prior to meeting

- **Event - Barb**

These items have been purchased/donated for the auction:

1. Golf package – Barb
2. MSU package – Suzi (can use more items)
3. Scratch Off Tree – Jen
4. Wine - IBT
5. Spirits Basket –Vodka, Gin, Scotch /Various other liquor– SBR, CR, TG
6. Pamper Basket – Suzi and Barb
7. Dog Basket – Sandie
8. Essential Oil Pamper Basket (BARNN)
9. Beeswax Candles/Body Wax - Ralya House
10. Vintage Basket - General Store in Old Town -OUTREACH

11. Entertainment – Movie/Food – OUTREACH
12. Books & Brews – Jen & Family
13. Michael Kors Purse – Dr. Carol Rapson

Possible Ideas for baskets

1. Outdoor/Sports Package
2. Week/Weekend Getaway Package

Dr. Carol Rapson has also donated a Michael Kors Purse for Heads & Tails (Navy).

CH will purchase a navy wallet to be included with purse.

Grants: Suzi

1. Pending Applications- 49 dropped off and 11 to be dropped off to Irene
2. Awarded in 2021 – 72
3. Total Awarded to Date – 401
4. Second Time Awards Waiting - 13

Marketing: Suzi

1. Press release issued regarding the 400 grants that have been issued.
2. M3 group is posting this on their website and Facebook page.
3. Bob Holcomb, Suzi, Irene and Joni are meeting with Fox 47 next Wednesday.
4. This year's video should be on IBT website
5. Board members need to solicit bra decorators
6. We have the following exhibitors so far.
 - Creative Wellness
 - MSU Healthteam
 - Another Look
 - Elegante
 - Front Room

Would like the following to become exhibitors:

- McLaren
- Pharmaceutical Reps
- Chiropractor
- Health or Fitness Clubs
- Physical Therapy

So far there are 6 exhibitors, 13 bra decorators (need 30 total) and 5 models (need 8 more). Board members need to get 1 sponsor and/or bra decorator. You can also decorate a bra yourself.

Donations have been received from Dr. Hourani and Alliance in the amount of \$5,000 each.

\$10,000 has been set aside for the event that could be spent on grants.

MB asked BM approximately how much money was needed up front for the event. BM estimated \$1,000.

Suggestion was made to reach out to awardees of grants to be a model.

TG to supply MB a sponsorship prospectus for future event.

MB is planning a promotion sponsored by the BARNN towards the end of September, first part of October. In October a pink tealight set will be for sale and 100% of sales will go to IBT. Throughout the month of October, 30% of other sales will go to IBT.

- **OUTREACH (see Old Business)**

Old Business

OUTREACH - JJ is finishing up production on a loop video for the event as well as a slide presentation.

JJ, Judy & Cathy did a Zoom slideshow presentation for the Zonta club.

#SmallActs did 11 drop-offs for the month of June which included OUTREACH info.

Judy did a Facebook posting and received 6 gift cards as a result.

JJ wants confirmation that the Eagles Nest will be available the night of the event. By special invitation, this year's calendar girls can become acquainted. Sandie will oversee this and also speak on how IBT has helped her through her journey. Colleen will take pictures of calendar girls for BM. TG will check on this and confirm with JJ.

Sandie and her mother, will speak at the event after the video from OUTREACH. Her mother will speak on how breast cancer affects the families of patients and their journey.

This will lead into the ASK by Bob.

CR has requested some OUTREACH packets in the white colored folders. These are being distributed to Dr's offices, etc. Betty will get those to her this week.

New Business

We need to start planning the marketing piece for the event. It was decided NOT to have pre-ticket sales, only at the door.

Reminder that 2020 was the "Year of Giving" so no event, but there is an event this year.

Start social media posts in September. Our media vendor needs to be contacted so they begin posting and remind them to make their posts shareable.

Reach out to Home TV and make sure our website is on their posts.

Business cards for board members was discussed and board members that were present, agreed to pay for their own cards at a cost of \$20. They will be personalized with your name. Contact BM if you are interested.

SBR reported the board manual is in process. Ingham Nephrology paid for the supplies to do the updates.

PLEASE MAKE SURE YOU CHECK YOUR PERSONAL EMAIL DAILY. MANY DISCUSSIONS ARE HAPPENING THIS TIME OF YEAR AND YOU DON'T WANT TO MISS ANYTHING.

MB will be distributing the 100 Women letter soon to board members. Send out asap.

Next Meeting

Upcoming Board Meetings: August 9th, September 20th, October 25th (wrap up meeting), November 15th. Meet at the BARNN at 6:30 p.m.

Upcoming Event Meetings: July 19th, August 2nd, August 16th, August 30th, September 13th, September 27th. All meetings are at 6:30 at Salon Savvy.

Executive Committee Meetings: Will be via email until further notice. Sometime the week before the board meeting, Colleen will initiate email to Executive Committee members with a “draft” agenda. They in turn will add any items to be included in the agenda, send back to Colleen for final copy which will be distributed to board members for the board meeting. **Chairperson of each committee, please get me your reports by the Wednesday prior to the board meeting. I need time to compose the agenda for the board meeting.**

Call for Adjournment: MB

Motion to Adjourn: SW, CR seconded. Motion carried.

Meeting adjourned: 8:10 p.m.

Footnote: Malinda remember to get in contact with Mark Stiles