

**It's a Breast Thing Non-Profit
Board Meeting (via Zoom)
March 21, 2022
Minutes**

Board members in attendance: Malinda Barr(MB), Suzi Wyman(SW), Barb McKessy(BM), Colleen Horstmyer(CH), Joni Johnson(JJ), Carol Rapson(CR), Sue McPhail(SM), Judy Tegreeny(JT), Tammy Guastella(TG)

Members Absent:

Members not in attendance: Sandra Bushard-Rizer

Call to Order: MB 6:30 p.m.

Read Mission: Sue McPhail

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: JJ requested addition of MDHHS report to the OUTREACH Team Report. Motion to approve with addition of report. Motion to approve SW, BM seconded. Ayes: 8. Nays: 0. Motion approved.

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

Intro from Pres: Kay from klawdesign will join meeting to discuss new logo. New logo needs to be created by a professional. JT, JJ and SW do not need to wait for the new logo to move forward with their projects.

Financial/Budget Report – Will be submitted by the April board meeting.

Standing Team Reports

- Executive – No report
- Event – Upcoming event meeting moved to April 25th at BM' house. Time TBD.
- Grants
 1. 40 waiting to be awarded
 - a. 21 from 2021
 - b. 10 from 2022
 2. JT has some grant possibilities.
 3. Pharmaceutical companies have grants available. Applications need to be completed. CR will talk to her reps.
 4. JT submitted a grant application to Zonta. Should have answer by April.

5. Meeting April 9th to brainstorm ideas for fundraising. Location JJ's house at 4:00. JJ will send directions.
- Marketing - Kay is a creative director and artistic project manager. 3 step process for her to create a logo for IBT.
 1. Discussion on our expectations, ideas, uses for logo, etc.
 2. Sketching ideas (3 Simple ideas in a visual)
 3. Provide digital ideas (approx. 2) Digital (make necessary changes) then finalize. Logo will be in a vector file, formatted in color and black/white. Kay will have visual by April 4th board meeting. New logo will rollout thru mass email, website, etc. and should be broadcast everywhere there is no cost.
 - OUTREACH
 1. JJ requested guidelines as to what needs to go to the board for approval and what OUTREACH can move forward with on their own.
 2. Meeting with Julie discussed new logo and timeframe for rollout. Julie is creating a timeline for event.
 3. Report for Dept. of Health and Human Services (MDHHS) MDHHS sent emails to 1,800 subscribers, patient navigators, etc. and appear to be on board with IBT.
 - #SmallActs – Visited 13 hospitals and gave \$800 worth of gift cards & gift bags. Donation envelopes were included but nothing received as of yet.

SM is now the administrator for Central Michigan 211.

Sparrow Navigation Hub Team – OUTREACH is low on materials for presentations, so they will do a presentation in late to mid May. Waiting for new logo to print.

JJ suggested that a list be created clarifying where and when the old logo can/should be used. MB said the old logo will be used when we tell the IBT story. It is acceptable to wear any clothing items that have the old logo. MB suggested to take the words off of the old logo and use just the image.

This information will also be included in the board manual. Any printed materials will have the new logo.

- Development – No report

Old Business - MB

Results of newsletter categories to be published in mid to late April:

- **Our Mission & IBT Story** - Board Recognition - first edition only (Barb & Suzy)
- **#Small Acts Update** (Judy)
- **IBT & OUTREACH Event Calendar.** (Tammy/Joni)
Can include board and OUTREACH meetings
- **Medical Minute - Content from various Dr's in our community.** (Dr. Rapson)
- **Survivor Spotlight** (Irene?/Sandee)
 1. Grant standpoint:
 - How many grants have been given?
 - How many do we want to do this year?
 - Survivors who have benefited from grant.
 - Maybe Sandee will be the survivor spotlight (Suzi will contact her aunt and mother.

- Survivor that was the 100th recipient.
- Volunteer Shout Out - How you can get involved. (OUTREACH)
Volunteer with one of the event committees.
- Sponsor/Donor recognition – Post event or the last edition of the year. (Tammy/
Malinda)
- Get this information to Judy by April 4th.

Board manual first draft will be ready at the April board meeting.

New Business

Next Board Meeting

April 4,2022 6:30 p.m.

Call for Adjournment: MB

Motion to adjourn: SW motioned, JT seconded. Motion carried.

Adjourned: 8:16 p.m.