

CHCA Meeting Final Minutes  
January 2023 - Approved 02/14/2023

1. Attendance - Leslie Caruso, Alan Miroslaw, Mary Ann Ogle, Rachael Dorothy, Adam Baas, Chris Rule, Will Pearce. Will wrote the minutes in Tim's absence.
2. Review/Approve prior month's minutes – Mary Ann motion, Leslie second, passed unanimously.
3. Treasurer's report -
  - a) Fund Balances, revenues, expenses, invoices -
    - Adam e-mailed a Profit & Loss Statement as of 12/31/2022, which he referred to at the meeting.
    - Adam summarized that we had net income for 2022 of \$1952.12, which was \$1,001.28 greater than last year, but which included \$1,200 worth of credits for 2022 from our 4th of July vendors. This net income included a significant expense increase in the amount of scholarships awarded (\$6,000 in 2022 vs. \$3,000 in 2021), plus much more volume for our 5 issues of the Courier, plus the general double-digit inflation rate for various expense items.
    - Adam will prepare the 990-N for 2022, for both the IRS and the Ohio Attorney General, which he will review at the February meeting.
  - b) Membership Drive - Adam noted that the final membership participation rate for 2022 was 32% (with dues \$3000 greater than for 2021; 37% is the record participation).
  - c) 2023 Ad Pricing / Sponsorship Estimates
    - Adam reviewed his analysis of our current ad sales, with suggested slight price increases, to better reflect the value that vendors receive from these ads. After some discussion, Will moved to implement these price increases for 2023, Mary Ann seconded, and the motion passed unanimously.
    - Leslie reviewed the current sponsors for our events, along with the current chairs. Rachael noted that she would assist Kathi Godber with the Easter Egg Hunt event, and we discussed that we need to focus by April on recruiting a co-chair and assistants for Jenny Kendall for the 4th of July event.
    - We discussed that the wording changes for the 2022-2023 Scholarship Application would be limited to removing the reference to the scholarship committee head, and to application due date changes, to reflect that since April 1st falls on Saturday this year, that the postmark due date would be extended to the first business day of the month, April 3rd. Also, non-mailed completed applications must then be received 3 days later than 4/3, that is, by 4/6. Also, this first week in April timeframe coincides with the beginning of Worthington Schools Spring Break, and should help last minute seniors with submitting their applications on time. Will is to post the updated Word and PDF Application forms on the website by 1/13.
    - We discussed that the amount of scholarships awarded are commensurate for the number and qualifications for the applicants for the given year. We were not sure how we could promote the scholarships to prospective applicants any better than

we historically have, and will again this year - via Courier article, website blogpost and FB posting.

4. Courier
  - a) Courier Schedule - Chris reviewed the schedule for the following 5 Couriers for 2023: End of January; Mid-March; Mid-May; End of September; and End of November.
  - b) For the January Courier, Chris plans to include the following articles/items: President's Letter; Calendar of Events; Luminaries, Holiday Party, and Holiday Decorating Contest Winners recap articles; Scholarship Application publicity; Chairs and Other Volunteers Needed for Specific Events (per Leslie's updated Events Calendar discussed above in item 3c). We reviewed the plan for GraphX's preparation of the 2023 Events magnet for inclusion in the mailed January Courier, with Leslie and Cynthia MacKenzie to review the proof of the magnet before its creation.
  - c) For the March Courier (published before Easter), Chris plans to include the following articles: Easter Egg Stuffing and Hunt; Garage Sale.
5. Welcome Wagon Status Update - Budget - Leslie dropped off to Heather the gift bags for which Leslie donated the cost to the CHCA, so that Heather could get started being the Welcome Wagon Coordinator around the beginning of January.
6. Upcoming Events - As discussed above, Chris for the January and March Couriers, and Alan for the FB pages, will publicize the Easter Egg Stuffing and Garage Sale events.
7. Group picture of the CHCA Officers on the webpage - We will plan to take this photo at a future CHCA meeting when all officers would be able to attend (possibly in February or March).
8. Other Business - There was no other business to discuss.
9. Public Comments -
  - a) We all thanked Mary Ann for opening her lovely home to us, to host our January CHCA meeting.
10. Adjourn - Will motion, Leslie second.