



Harriet Ballou Charitable Foundation

**The Harriet Ballou Charitable Foundation
Board of Directors
Minutes for Meeting held on June 21, 2023 (5:30pm) (Zoom)**

Present:

Board Members: Nancy Saccoia, Myra Durfee, Linda Ceprano, Ida Zecco, Timothy Saccoia, Conor Kenrick, Thomas Winfield

Excused:

Gregory Tumolo

Legal Counsel: Brian Lamoureux, Esq.

Due notice to the Board having been given, the meeting was called to order at 5:35pm.

- **Minutes of May 24, 2023 meeting:** Brian noted that Greg was inadvertently left off the “Present” line of the minutes. He was present at the meeting, so this change was made to the official minutes. With that change, Ida moved for approval of the May 24, 2023 minutes with no further changes. Linda seconded the motion. The motion passed unanimously.
- **Website update/status:** Tim updated the Board regarding the website progress and status. He invited feedback and edits and updated the Board about his discussions with Frank, the website creator. The website is currently under ADA-compliance review. Once the site is completed, Frank will prepare a private YouTube video to lead the group on how the website works, functions, etc. Tim also noted/reminded the group that efforts remained underway to ensure diverse representation/imagery are on the site.

Myra expressed a concern and wish that the landing page reflect who we *are* (welcoming, etc.) as opposed to who we *were*, etc. Ida concurred with this sentiment, noting that it may be better to have less text on the landing page, and more of a collage/visual impact on that page. The themes there would be inclusiveness and welcoming. Nancy expressed a concern that the landing page be structured in such a way that does not exclude or narrow particular applicant groups. Tim agreed to circle back with Frank on this and get his input, too.

Nancy solicited further comments on the board bios. Tim noted a couple of edits needed to be made, and Ida appreciated the updated navigation/toolbar. Nancy noted that the application form was also now on the site. The sense of the group was to launch the site as soon as possible.

The Board had a general and lengthy discussion about the best way to handle incoming email and email addresses, emails that ask questions, emails that submit applications, etc. Steve will obtain info@balloufoundation.org from GoDaddy's site. The sense of the group was to ask Frank on how to handle this.

Tim also reported that Frank signed a non-disclosure agreement.

- **Grant timing/solicitation/press/marketing process:** This will be tied to the launch of the website. Tim recently sent a marketing plan which included a public/press release, and he walked through the document with the Board. The Board had a general discussion about specific marketing efforts to target a grant applicant population, such as state agencies, local press, etc. Tom agreed to reach out to one of his contacts at AARP to see if a list could be shared. Ida also suggested that Tim reach out the Office of Elderly Affairs at the state. Tom also agreed to reach out to a former state house colleague who works in this space and he'll report back at the next meeting.
- **Next meeting:** The Board scheduled the next Board meeting for July 19, 2023 at 5:30pm via Zoom.
- **Adjournment:** Tom made a motion, seconded by Linda, to adjourn the meeting. There being no further discussion, the motion passed unanimously.

There being no further business, the meeting was adjourned at 6:17 pm.

Respectfully submitted,
Steve Rocco, Secretary