



2010 Board of Directors Annual Meeting Minutes

December 31, 2010

11:00 AM Central Standard Time

Location: Skype Conference Call

Attendees

Holly Hirshberg - present	Sean Hirshberg - present	Frank Bognar - present	Nick Bognar - present
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Holly Hirshberg called the meeting to order at 11:25 AM CST.

Old Business

- 1) 2009 Board of Directors Meeting Minutes
 - a. All approved into record.

New Business

- 1) Message from Executive Director – great year, a lot of media coverage
- 2) Current snapshot of 2010 (incomplete and unaudited)
 - a. Donations
 - i. Cash: \$11,304
 - ii. In-kind: \$219,540
 - b. Seeds Distributed
 - i. Families: 33,568
 - ii. Community Gardens: 150
 - c. Current Waiting List
 - i. 32,658 requests
 - ii. \$28,592 would allow us to ship seeds to everyone on the waiting list.
 1. This should be designated as a program expense, not a general operational expense.
 2. Need to rework our fundraising efforts to include salary.
 3. Need to rework to add mileage reimbursement.
 4. Need to add conference fees.
 - d. Expenses
 - i. Email Newsletter \$220.00

P.O. Box 700686
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www.dinnergarden.org
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ii. Fundraising	\$163.48
iii. Internet Access	\$346.86
iv. Office Supplies	\$731.26
v. Packaging	\$1,872.33
vi. Packing Equipment	\$23.99
vii. Payment Processing Fees	\$315.36
viii. Payroll FICA	\$71.54
ix. Payroll Medicare	\$16.73
x. PO Box	\$70.00
xi. Promotional Supplies	\$272.33
xii. Salary	\$1,153.85
xiii. Sale of Inventory - Payment Processing	\$12.41
xiv. Sale of Inventory - Purchase	\$494.38
xv. Sale of Inventory - Shipping	\$71.71
xvi. Sale of Inventory- Sales Tax	\$2.74
xvii. Seeds and Seed Supplies	\$398.85
xviii. Shipping	\$4,405.02
xix. Special Events - Disney - Food	\$59.74
xx. Special Events - Disney - Inventory for Sale Purchase	\$342.07
xxi. Special Events - Disney - Supplies	\$12.28
xxii. Subscriptions	\$45.97
xxiii. Telephone	\$1,350.12
xxiv. Utilities	\$83.52
xxv. Volunteer Appreciation	\$105.73
xxvi. Website	\$98.40

3) Changes during 2010

- a. Network for Good to process donations
- b. USPS Bulk Mailing for seed shipments
 - i. Shipping cost between \$.33 and \$.424, instead of \$.88 per envelope.
- c. Selling t-shirts and cookbooks to raise capital
 - i. Will expand cookbooks next year.
- d. TDG and freebie sites
 - i. Our waiting list is a direct result of being on freebie sites in March 2010.
 - ii. Several freebie sites listed TDG, so we received several thousand requests a day for several weeks.

4) Media Coverage during 2010

- a. Redbook
- b. Woman's Day
- c. Texas Country Reporter
 - i. Should show nationally in July 2011
- d. American Dog



- e. Family Circle
 - f. San Antonio newspapers and television
 - g. Common Kindness Community Celebrity
 - h. San Antonio TEDx
 - i. Ladies Home Journal
- 5) Recommendations for additions to Board of Directors
- a. By end of 2011, should move away from Founder's Board. Family should be removed from board. Need to find people who align with TDG mission.
 - i. May also consider building task force group who isn't part of board who can work on additional projects.
 - ii. In first half of 2011, consider adding 3 board members.
 - iii. Add another 3 board members in second half of 2011.
 - b. Nick will pursue options. Has some thoughts on a couple people.
- 6) Fundraising for 2011
- a. Need to build budget to include salary and labor expenses.
 - b. Need to submit to Tony Robbins Foundation

Announcements

- 1) Time Dollar Community Connection sent announcement to us about 2010 stats. 323 people in gardening class in 2010 all received TDG seeds and plants. \$300 in produce from square foot gardens donated to their pantry. 250 pounds (\$2800) of produce from main garden went to pantry.
- 2) Frank requested that MoveOn.org add TDG to their website.
- 3) Official photographer for TDG, Abe Ortiz, with Lafmil Photography.
 - a. Should be added to either board or media task force.

Miscellaneous

- 1) Should we do a SWAT analysis on TDG to determine where we need assistance?

Adjourn

Holly adjourned the meeting at 12:17 PM Central Standard Time.