



To: Valerie Nowak, LMHC, CEO
From: Marta Hiczewski MS, Managing Partner
Date: November 5, 2023
Re: Status Report – October 2023

Period Accomplishments – October 2023

- **Finance –**
 - Planning and participation in BH, HH budget planning meetings discussion.
 - Financial statement review with Val and Michelle to address the question of being in the “red” for 2023.
 - Discussed forecasting methodology for budget and bonus.

- **Bylaws:** Met with Val to refine the bylaws in advance of the November 3 governance committee meeting.

- **MH Programing/Infrastructure –**
 - MH Business Plan – Budget reforecast and forecast part of 2024 budget planning
 - MH Monthly Review – recruitment creative and ad schedule estimate confirmed. Copy and creating for Lake Shore brochure in works.

- **Marketing & Development –**
 - Business First – Best Place to Work 2023 Nomination
 - Bloomerang CMS – download CVS for Annual Report
 - Social Media – support manager
 - M & D Meeting – outreach to Eighteenmile Creek to confirm June 13 as event date – review and share agreement. Outreach to Frontier Catering re date and menu. Prepare Save the Date flyer for Southtowns Chamber networking events and to share on social media
 - Grant writers –meet with Diana Cihak and team at Upper Edge Consulting
 - Photographer – coordinate photos (on location and in-studio), share selections, send to photog for enhancement, upload to website

- Review pads – finalize Review pads for Hamburg and Derby locations
- Year End Appeal – outreach to Marketing Tech for estimate, donation section review
- Caregiver Support Series – media release draft and distribute to media
- Sponsorship fulfillment – Frontier t-shirts
- Network in Aging – Full-page Annual Meeting program ad – revise BPTW
- **Organization Infrastructure –**
 - Recruitment model – Incept proposal signed, begin connection with ESC
 - Priorities Meeting – monthly priorities
- **Senior Services –**
 - SS Business Plan – meet with director to move plan forward
 - Caregiver Recruitment Series – support development of series – media release, flyer

Next Period Priorities – November 2023

- **Bylaws:**
 - Present the bylaws to the Governance committee on Friday, November 3.
 - Develop policies and bylaws charters
 - Participate in the November 15th board meeting
- **Board Recruitment** – work with Board to engage prospective new board members (Healthcare, Mental Health, Highmark/IHA, Rich’s discussion)
- **Finance –**
 - Participate in meetings with Highmark to support payment of outstanding AR.
 - Develop 2023 budget forecast and assist in 2024 budget preparation
 - Develop bonus process and amounts
 - Participate in MH revenue meetings. Need to begin contracting process. Resource availability is a challenge.
 - Develop position description for Billing manager
 - Planning for and participation in the Q3 budget meeting on November 28

- **MH Programing/Infrastructure –**
 - Recruitment – Mtg to
 - School program – draft copy for Lake Shore brochure and direct creative development

- **Marketing & Development –**
 - Bloomerang CMS – update constituents in software, email training
 - Year End Appeal – design finalized and mailed after Thanksgiving
 - Review pads – printed and distributed
 - Media – Caregiver Support Series (continued ops), School program
 - Photography – finalize in-studio photos for upload to website
 - Grant writer – Support how best to utilize Upper Edge’s services
 - 2024 Fundraising event – draft budget with event space and catering estimates to determine ticket pricing, next steps in sponsorship development for event
 - Southtowns Chamber Holiday Bash sponsorship fulfillment

- **Organization Infrastructure –**
 - Priorities Meeting – identify priorities

- **Senior Services –**
 - Senior Services Business Plan – re-engaging on plan
 - Caregiver Support Project – begin promotion, future media ops and reporting

- **Health Home –**
 - HH business planning meeting. Kristy to provide info on how much time she spends now on admin and client service and how this will change in the future with additional staff.
 - Consider how we can use Joyce Rodriguez, HH Director for Ibero-American Action League in Rochester, to assist HH program development

- **Strategic Plan –**
 - Q4 2023 SP update – determine process to present to Board