Advancement Committee Meeting Minutes
Thursday, April, 2026
9:30 – 11:00 AM
Via Zoom

Present: Marjie Blevins; Steve Kenney; Brian Mullen; Joel Rainville; Kristine Smyth

Staff: Andree Aronson; Matt Halley; Lacy Sietsema

Excused Absence: Gabrielle Rohde

The meeting began on Thursday, April 9, 2026, at 9:32 a.m.

Meeting Intention: Led by Joel.

DEI Statement: Joel read the DEI Statement.

Minutes: The March minutes were presented for approval. Hearing no changes or corrections, Marjie moved to approve and Kris seconded. Four out of five committee members voted to approve the minutes, with one member abstaining.

Advancement Director's Remarks/Updates
Financials: Andrée reviewed the Advancement YTD financials. Unrestricted donations are at 57% of its goal, while donor restricted funds are at 75%. It is expected that the Impact Breakfast will boost these numbers, as well as increase the donor goal. Andrée explained how the Breakfast will achieve these increases. Andrée reviewed the IFD plan and program progress for quarters 2 and 3. It was reported that Paul Tatro has accepted a new position at a different non-profit organization, which will allow Accola to rethink how it does grants. Overall, it was reported that the organization is tracking well towards its goals despite being slightly behind when compared to last year. The committee discussed volunteer recruitment and retention.

Database: Andrée reported that the database has been fully transferred over to Bloomerang and it is live.

Breakfast Update – April 21, 2026
Video: Andrée reported that Comfort will no longer be able to physically attend the Breakfast. Sam will be recording a video of Comfort that will be played during the program. The committee discussed reviewing the program script and how the video will be produced. Andrée confirmed that there is 275 confirmed registrants, with the expectation that Accola will reach its goal of 300 attendees. Andrée reviewed sponsorships. Kevin Berg will make the fundraising ask during the event. Andrée explained what Board members can do to ensure the success of the Breakfast.

Other Business
Marketing – Review: The Advancement Committee discussed the need for greater strategic clarity and messaging consistency across the organization. It was agreed that as Accola approaches its "teenage years", it needs to define its core services and mission more clearly. The committee discussed next

steps, including potentially recommending to the full Board that it formalizes this strategic clarity work. Matt noted that similar discussions on this topic are happening across other committees as well. The committee discussed how to balance committee initiatives with broader Board direction and the ongoing challenges in communicating the organization's mission and programs. It was agreed that this topic will be added to the April Board meeting agenda.

Adjourn: The committee adjourned at 10:59 a.m.

Respectfully Submitted,
Lacy Sietsema, Accola