Racine Coalition for Financial Fitness

February 18th, 2014

3:00pm – 4:30pm

Members present: Amy Macemon, Sabrina Kliman, Madeline Carrera, Caitlyn White, Brian Dean, Jane Nikolai, Sunny Seto, Demetri Vincze, Shebria Small, Bev Baker, Brenda Conyn, Erica Linc, Armintta Franklin

Agenda

* Google Groups Questions
  + Member’s dues
  + Website domain change
* Survey Results – comments from surveys will be presented anonymously
* Strategic Plan – based on survey results, a new plan must be enforced to sustain this coalition
  + Establish committees
* Resource Guide – a rough draft of the guide will be presented

Google Group Questions

* Everyone on? Any questions?
* How to access if logged in/set up through non-google account.
  + Maybe access through g-mail addresses.

Member dues

* Dues before budget seems backwards
* No policies and by-laws
* By-Laws first, budget second, dues third.
* What are the tax implementations? Do we need to be organized as non-profit?
* Dues would be a way to keep the coalition as sustainable.
* Maybe approach by-laws
* Stay on a vote for dues – what are the legal implications of collecting money
* Look up other examples of coalitions
* Molly presented an example: the Get Smart Wausau Coalition
* Dues may scare participation away (if there is no way for organization to pay for dues)
* Bev mentioned that Homeless assistance coalition: if don’t pay cues, no vote on decisions, but participation is still available.
* Dues would cover printing/marketing costs, etc.
  + Mentioned contributions on a per project basis
* Dues may be only by gov’t or financial institution (corp.) vs non-profit designation
  + Maybe can sponsor non-profit
  + Maybe just get sponsorship by organizations versus dues.
  + Are banks still involved? They seem to have dropped off the map.
* What do people get from the dues: what benefits are available for the participants?

Decision: talk about sustainability first, before deciding on Dues.

Website Domain

* Vote for website domain
* Weebly: 67.90 2/years domain
* Do we know how many people access the website? Hits: about a 1,000 since august 2013.
* Does buying a domain enable the coalition to analytical data that would prove useful?
  + Will look into it
* Does the coalition have a presence on FB?
  + Yes. Linked In and Twitter as well.
* Vote: No, there does not seem to be enough support or benefit from purchasing a domain.

Survey Results

* 9 total completed of 32 (both paper and online surveys)
* 3/9 have clarity of vision and mission
* 6/9 see opportunities for members to take leadership roles
* 7/9 dissatisfied with communication among coalition members
* 6/9 unclear with the role in the coalition
* 8/9 are satisfied with what the coalition has to offer

Mission: The RCFF aims to empower individuals and families by providing financial education and continuum of resources.

Vision: All people of Greater Racine value and have knowledge to obtain financial stability.

Discussion

* Maybe what is needed for communications: tangible events/actions, action plans...?
* Focus on two tangible items per year: money conference and \_\_\_?
* How to get financial fitness into the schools?
* Maybe we can collaborate with Make a Difference Wisconsin to bolster volunteering and school participation as a secondary tangible item…
* Involved in after school programs: girl scouts, boy scouts, boys and girls clubs
* Last year’s events: at golden rondelle and money conference
* Should we do a resource fair – we have the resource booklet, we maybe should promote it
* Long history of money smart week in Kenosha – there is a focus on VITA
  + Event on April 5th
* Maybe the booklet we get printed should go to all VITA sites
* Just Add Kidds – expo in April (5th)
  + Fun family friendly activities
  + Younger than high school audience
  + Add on to their event? Versus doing something autonomously
* Maybe have a presence at the trade shows – or existing events that people are already attending
* Would it have a greater impact to go into the schools? Longer lasting, sustainable impact?
  + Invite the superintendent?
* Generated local event schedule – someone to go to each event: pick and choose from events list

Three pillars?

* Impact at school levels – Make a Difference Partnership
* Physical resource – website and booklet
* Social presence – resources at existing events

It would be easier (in the long run) to head off financial de-stability before damage is done instead of trying to educate on how to repair the damage.

Maybe bring the financial institutions back to the table to participate at the school levels to discuss aspects of financial fitness

Money smart week: going into elementary schools to read books on something financial

Elected officials

Financial Resource Directory

* Displayed to the group
* Is there a plan to go along with it: needs someone to keep it up, keep resources up-to-date
* Bev is willing to strategize behind keeping the booklet up to date
* Molly: maybe the committees can come into play
* All edits and descriptions must come from the organizations themselves.
* This resource would be available online and through social media outlets
* Is this different from Real Racine – is it a duplication?
* Focus on the cheaper side of things – creative outlets that don’t cost much
* Appleton has an example of this – Bev mentioned. Should look into it.
* $ - $$$ cost analysis on the booklet

1st Saturday in June: Next Generation Now: Piggy Bank for Saving

Master list of events coming up: to participate in and to promote

Money Smart Week: press release: maybe a financial tid-bit per day over the week

Maybe a comparison on how much to save if you switch: cable for Netflix, bottled water for tap, home-brewed coffee over Starbucks, etc.

[www.lifehack.org](http://www.lifehack.org) is a good resource for tid-bits

Money Smart Week: April 5 – April 12, 2014

Brainstorm Ideas for Money Smart Week: Non-event related.

Focus on Just Add Kids – find more information out- is it plausible?

Another event at the end of April – YMCA – safety and health

Committees:

Purposes and outcomes will be fleshed out via Google Group discussions.

* Sustainability
  + Purpose: Leadership capacity, strategic planning, keeping the coalition going, keep going past the VISTA grant
  + Outcome:
* Marketing/Events
  + Purpose:
  + Outcome:
* Education
  + Purpose: resource gathering and sustainability; getting information into the schools
    - (Make a Difference, Junior Achievement, Educators – what schools are doing what, what is mandated, where is there a short-fall)
    - (WWBIC – tapping into existing programming)
    - (United Way KC: Readers are Leaders)
    - (United Way RC: Schools of Hope)
  + Outcome:

Committees: choose own spokesperson, how they will communicate and get things done: meetings or conference calls, etc.

Re-envision: How are banks involved?

* Specifics: we have this tangible event: what can banks do?
* How can WE help with their events?
* Make it a mutually beneficial partnership
* Maybe bring them in via phone conference

What action item: what do we do to help the community: that is the focus of the group

Kay brought to our attention: Saturday February 15, article in Journal Times about Molly and the financial program at RLC

* Suggestion to put it on the FB page
* Put on website also

**Next Meeting: March 25th, at Gateway – room to be announced**

**Phone conferencing available.**

**Next steps:**

Molly: resource booklet together and sustainable plan due for next coalition meeting

Molly: Survey results compiled and sent to coalition (including comments)

Sub-Committee members: (will be included in the email)

Each committee should put together purpose and outcomes to be ready to present before next committee; as well as what communication will be, define role of committee, and spokesperson to be nominated at meeting (AKA be there!)