



BOARD MEETING MINUTES
Friday June 18th, 2021 @ 3pm

Our mission: Eliminate Poverty in the Latino Communities through Entrepreneurship

I. WELCOME / CALL TO ORDER— Roll Call

Board Members Present: Celeste Gonzalez, Manuel Martinez, Maria Cruz, and Marco Gonzalez

Staff Present: Armando Ehrenzweig, Executive Director; Jennie Rayner, Executive Assistant

Celeste Gonzalez called the meeting to order at 3:11 pm. A quorum of directors was present and the meeting, having been duly convened, was ready to proceed with business.

- A. Congratulations to Armando and Get In Motion Entrepreneurs for the National Philanthropy Day award of the Association of Fundraising Professionals.

II. NEW ITEMS: Action Required

- A. MOTION to Approve April 2021 Board Meeting Minutes, seconded and passed.
- B. MOTION to Approve April & May 2021 Financials, seconded and passed.

III. COMMITTEE MEMBER/STAFF REPORTS

- A. Executive Director and Grant Report: Armando Ehrenzweig shared that this summer will be very important and fundraising for our Hispanic Survey. Pacific Western Bank will assist with bringing our other Coachella Valley Banks on board to create seminars. Will also focus on assisting the board on using your strengths and how you can help GIME.
- B. May Board Retreat Recap
 - 1. Create a Doing Business As (DBA) for Get in Motion Entrepreneurs In Spanish
 - a) Purpose is to create a better connection with our target audience in their own language
 - 2. Define who we are helping with GIME
 - a) How do we talk to our community and business leaders about who we help,
 - b) How do we describe what we do. What is our STORY
 - 3. Implement Survey
 - a) Prove what our assumptions are
 - 4. Review GIME Mission Statement

- a) Does it define what we do?
- 5. Meet in person as a Board
 - a) Start with the June board meeting. Will also give the option of Google Meets for those who cannot attend in person
- 6. "Plant Seeds Every Day. And Water the Seeds Every Day"
 - a) As a board member, how can I contribute to the our mission every day and help our community
 - b) Create easy/actionable steps on how each board member can contribute.

Discussions:

What are the tools and resources we can do to speak with donors and our entrepreneurs we are here to help.

We also will create videos to attract new donors and create the seeds through outreach and connecting. First business has been selected to be our first video. Video will be max 3 minutes.

IV. OLD BUSINESS:

V. NEW BUSINESS:

VI. CLOSING REMARKS

- A. Discuss Board and Committee Meetings dates and times.
 - 1. Fridays at 3pm our meetings
 - 2. July Committee Meeting will be Zoom on Fridays July 16
 - 3. August Board meeting will be August 20, 2021
- B. Board Member Recruitment Committee Schedule Meeting for July.

VII. ADJOURNMENT: Celeste Gonzalez

- A. There being no further business, the meeting was adjourned at 3:46 pm.

Respectfully Submitted by,

Manuel Martinez, Board Secretary