

AEF Meeting Minutes 8/10/2009

Attendees: John Ellsworth, Ed Furey, Mike Campbell, Nadine Heaps, Roland, Cindy Leacu, Teri Wysor, Sima, Cara Tirrell, Ro Fedorchak

Sovereign Bank Balance is \$27,000 - not bad for this time of year.

Fish and Game food drive resulted in \$1100+ raised.

AEF is collecting money on behalf of the food pantry – all checks made out to the food pantry are sent to the AEF and the AEF buys food or gift certificates then gives them to the pantry. The town has no mechanism to take cash and give it to the pantry – but AEF does.

Website research on non-profit organizations – biggest search item is what are you doing with the money. Ed has updated the website (<http://www.ashlandemergencyfund.org>) to make what AEF does with the money very apparent and clear.

Cara and Sima will put together a chart to show AEF income and expenses so people can see the spike in need at various times of year. John reminds us that recipient names cannot be published ever due to the Massachusetts Privacy Law (MGL 93H) [and our Charter](#).

Agenda item #5) Ashland Day Preparations – AEF has a booth and this year we plan to be more organized – the last two years the most significant thing that happened is that Ben Montenegro walked through Stone Park with a donation can and collected donations. Roland has a very cool idea to sell \$1 million dollar bills for donations. The envelop containing the \$1,000,000 bill would have a raffle number on it and at the end of the Day we would pull a ticket. The prize will be gift cards stuck on an AEF foam lighthouse. We will ask people for their name, phone and email when we sell the \$1,000,000 ticket and then invite them to join the AEF Facebook group. Another idea - if there is interest among kids, crafts made by kids could be sold from the AEF table - AEF would get a cut and the rest goes to the kids.

#2) Past support issues: the “mold house” – the idea on the table is to knock it down and sell the lot to a developer. The family needs to be on their own by the end of September and the family understands this.

#3) Facebook update – we need to take a second look at how alerts are sent out. When John posts to the discussion board, an alert does not get emailed to all members. When Sima and Cara post something to the wall it is also not emailed to all members. Is there a way to do this on Facebook? AEF has approximately 75 facebook members currently. At the Ashland Day AEF booth, we will invite people to give us their name, phone and email address so we can invite them to

join us on facebook. Recurring donations would be helpful. How can we make this happen. Facebook causes allows access through facebook but network for good cuts a check each month. We need to investigate this further. Nadine mentioned something about sendout cards and she'll let us know more details.

Other agenda items: Ed asks about Planet Aid Boxes. John will ask Heather Jack where they are located and who benefits.

Meeting adjourned 8:32.

Respectfully submitted,

Rosemary Fedorchak, Sec'y