



**Advancement Committee Meeting Minutes**  
**Thursday, November 13, 2025**  
**9:30 – 11:00 AM**  
**Via Zoom**

**Present:** Steve Kenney Brian Mullen; Joel Rainville; Gabi Rohde; Kristine Smyth

**Staff:** Andree Aronson; Matt Halley; Lacy Sietsema

**Excused Absence:** Marjie Blevins

The meeting began on Thursday, November 13, 2025, at 9:32 a.m.

**Meeting Intention:** Led by Joel.

**DEI Statement:** Matt read the DEI Statement.

**Minutes:** The October Advancement minutes were presented for approval. Hearing no changes, Steve moved to approve the minutes and Gabi seconded the motion. Four of the five present members voted to approve the minutes, with Gabi abstaining due to her excused absence.

**Advancement Director's Remarks/Updates**

Andrée reported that the monthly newsletter went out at the beginning of November. The monthly impact newsletter will go out mid-month. The new volunteer and community partner manager is working to create a robust volunteer system and is leveraging processes currently in place. She will develop a volunteer policy manual and training process. Andrée updated the committee on partnerships and how these can be better supported. The Board will be receiving a survey about this topic and this will be an exciting area of growth for Accola.

Andrée reported that the November Board Education Session will primarily focus on Advancement and the Advancement Committee's work. Andrée reported that she and Matt continue to make calls to donors. Accola is seeing an increase in the amount donated by donors, as well as positive response to marketing and outreach strategies.

Andrée reported on a positive meeting with a member of the Hugh J. Anderson Foundation. The committee discussed the endowment, the current non-profit landscape, and how Accola can position itself in this landscape.

It was suggested that Andrée prepare the Advancement Dashboard monthly, rather than quarterly.

**Board Education Session**

Andrée reviewed the plan for the November Board Education Session. The committee reviewed the Board Engagement Survey. Andrée explained the Open House and House Party sections and where she would like to see full Board participation (May Breakfast). The committee discussed ways to promote this survey to the Board, as well how individual Board members can promote Accola in a way that is comfortable for them. This will involve a variety of strategies, including emails, hosting house parties,

use of social media, etc.

**Other Business**

**Revised Charter:** Joel reviewed the revised Advancement Charter and Bylaws. This charter reflects a focus solely on advancement efforts. Hearing no further feedback, Kris moved to approve the revised Charter and Gabi seconded. All present members voted to approve the Charter.

**2025-2026 Work Plan:** The committee reviewed the 2025-2026 work plan. Joel explained the goals, timeline, and metrics. Hearing no further discussion, Steve moved to accept this work plan and Kris seconded. All present members voted to approve the 2025-2026 work plan.

There was a discussion about the Advancement Committee's role in Advancement and with the Board.

**Adjourn:** The committee adjourned at 10:57 a.m.

Respectfully Submitted,  
Lacy Sietsema, Accola