



**Cleveland Transformation Alliance**  
**Minutes of Special Meeting of the Board of Directors**  
April 26, 2021 | 5:30 PM  
Via Zoom

**In Attendance**

Baumgartner, Mark	Gordon, Eric	Price, Monyka
Bingham, Anne	Heard, Robert	Randel, Erin
Downing, Diane	King, Brooke	Rosskamm, Alan
Friedman, Lee	Marbury, Shana	Tenney, Turkessa
Gibson, Richard	Patterson, Jeffery	Williams, Helen

**Absent**

Jackson, Mayor Frank	Mullin, Ann	Reyes, Jose
Jordan, Sharon Sobol	Napoli, Augie	Ruiz, Victor
Klupinski, Stephanie	Payton, Kevin	Zachariah, Sajit

**Other Attendees**

Kavanagh, Colleen  
Miller, Melissa  
Ries, Cynthia  
Unidentified Callers

**Cleveland Transformation Alliance Staff**

Marnecheck, Meghann  
Stacy, Eli

**Welcome and Approval of Minutes**

Dr. Monyka Price called the meeting to order at 5:36 PM. Dr. Price welcomed the Board and went over the agenda items for the meeting.

Dr. Price congratulated Ms. Ann Mullin on her promotion to Associate Director for the Gund Foundation and spoke of Ms. Mullin's prior work and roles. Also, Dr. Price commended Ms. Christine Fowler-Mack on accepting the Superintendent role for Akron Public Schools and spoke of her inspiration and educational passion. Furthermore, Dr. Price contextualized Ms. Fowler-Mack's history playing an integral part in creating the Cleveland Plan and the Cleveland Transformation Alliance (CTA) and that Ms. Fowler-Mack served as a founding Board Member of the CTA.



Ms. Meghann Marnecheck agreed with Dr. Price and added that Ms. Fowler-Mack was still actively assisting CTA during the Cleveland Plan Refresh conversation. Moreover, Mr. Eric Gordon, Ms. Erin Randel, and Ms. Anne Bingham applauded Ms. Mullin and Ms. Fowler-Mack.

At 5:45 PM, Dr. Price opened the floor for discussion to approve the March 15, 2021 Board Meeting minutes. Hearing no comment, Dr. Price asked for a motion to approve the minutes. Ms. Shana Marbury made the motion to accept the minutes. Then, Ms. Bingham seconded the motion. The Board unanimously approved the minutes for the March 15, 2021 Board Meeting.

### **1<sup>st</sup> Quarter Financials and Updated Budget**

At 5:46 PM, Ms. Marnecheck went over the 1<sup>st</sup> Quarter Financials and the Updated 2021 Budget. Ms. Marnecheck stated that CTA received grant funds to present a budget without multiple contingencies.

Under the revenue line item, CTA brought in \$414,024 of \$521,510 expected for 2021. Within the revenue line item, in unrestricted revenue, there was \$175,000 from the Cleveland Foundation, \$175,000 from the Gund Foundation, and \$774 in other revenue. CTA anticipated receiving \$1000 total in other revenue for 2021, so CTA was 74.4% to that goal. Inside the revenue line item, in restricted revenue, there was \$50,000 from the Cleveland Foundation for the salary and benefits of a Public Service Fellow, \$30,000 from the Cleveland Foundation from the Rapid Response Fund, \$25,000 from the Cleveland Foundation for family engagement work, and \$32,510 from the federal Paycheck Protection Program. Lastly, within the donated services revenue line item, there was \$33,000. Out of the \$33,000 for donated services, 75% of the resources remained.

Under the expenses line item, CTA utilized \$164,394 of \$657,176, which left 75% of the expense budget remaining, as expected. Under personnel, CTA has used \$50,782 of \$233,886, which is 78% of the personnel expense budget that remained. Ms. Marnecheck stated CTA was looking to remove the Communications Coordinator line item until CTA secured funding and to add the Cleveland Foundation Public Service Fellow line item. Moreover, the anticipated pay increase for the Executive Director and the pay increase and title reclassification for the Program Coordinator would occur as budgeted.

In the expenses line item, under program expenses, CTA has expended \$38,760 of \$101,940. The new proposed budget reduced the former School Quality Guide item by \$5,000 because there wasn't anticipation for a printed 2022 School Quality Guide. The majority of the program expenses CTA applied to publish the 2021 School Quality Guide and support outreach and engagement work. Mainly, CTA kept the School Quality Navigators between their projected work end date of March 31, 2021, and work restart date of June 1, 2021, due to parents and



caregivers needing more assistance. Currently, Ms. Marnecheck planned to utilize the Cleveland Foundation family engagement revenue funds to bridge the gap for the Navigator's pay between April and June. However, if CTA earned additional grant funds for outreach and engagement work, then Ms. Marnecheck would use a portion of those funds to maintain the Navigators. CTA used some of the program expense funds for the January Cleveland Family Café event and virtual community bulletin board build-out.

Moving to the professional services line item, CTA has used \$61,737 of \$267,100 allotted. The current \$267,100 included an increase of \$20,000 in reallocated funds for consulting and marketing expenses. Specifically, an additional \$10,000 CTA earmarked for possible consulting projects connected with the Cleveland Plan Refresh conversation. Furthermore, CTA committed \$10,000 for marketing expenses related to achieving other goals noted by the Communications and Engagement Committee.

For the business expense line item, CTA has used \$144 of \$11,750. CTA reallocated \$4,000 to the business expense line item to increase professional development costs for CTA staff. In particular, Ms. Marnecheck planned to attend a family engagement conference in June, possibly pay dues for Leadership Cleveland if accepted in June, and attend Racial Equity Institute (REI) training in October. Also, Mr. Eli Stacy was looking for professional development training opportunities as well.

Dr. Price asked Ms. Marnecheck if she was attending the training in May or October, and Ms. Marnecheck noted REI scheduled for her to participate in October. However, Ms. Marnecheck said she was pursuing another opportunity for a training in May. Following up, Dr. Price asked who was convening the event, and Ms. Marnecheck stated Cleveland Neighborhood Progress (CNP) was the host for the October training.

For the office equipment and supplies line item, CTA has exhausted \$3,000 of \$13,500. Under the rent and insurance line item, CTA has utilized \$3,893 of \$16,000. Lastly, within the other expenses line item, CTA has expended \$6,079 of \$13,000. The \$13,000 includes an increase from the original \$11,500 budgeted to cover the anticipated \$2,500 for Greater Cleveland Community Shares dues.

The total net assets for the updated 2021 Budget would be \$64,334, which includes 2022 funding for the Cleveland Foundation Public Service Fellow.

At 5:57 PM, Dr. Price opened the floor for discussion to approve the 1<sup>st</sup> Quarter Financials and Updated 2021 Budget. Hearing no comment, Dr. Price asked for a motion to approve the minutes. Ms. Bingham made the motion. Then, Ms. Randel seconded the motion. The Board unanimously approved the 1<sup>st</sup> Quarter Financials and Updated 2021 Budget.

### **Resolution to Allow CTA to Accept Contracts to Perform Work for Other Organizations**

At 5:58 PM, Ms. Marnecheck went over the proposed resolution to allow CTA to accept contracts to perform work for other organizations. Ms. Marnecheck shared that the Executive Committee met in February to determine if CTA could perform contracted work for another organization. The Executive Committee recommended for Ms. Marnecheck to speak with all the Board Members to gauge the plausibility. After speaking with the Board, Ms. Marnecheck believed that the Board was willing to allow CTA to engage in contract work. The resolution committed CTA to review the Board's desire to continue allowing CTA to perform contracted work in a year. It was not specific to a particular contract, and it required the Board to approve any agreement before work began.

Ms. Bingham stated that she appreciated Ms. Marnecheck adding the pilot period into the resolution. Ms. Marnecheck said that adding the pilot period to the resolution was to assure that the Board would review after a year.

At 6:01 PM, Dr. Price asked if there was further discussion or comment. Ms. Lee Friedman stated that in her work with College Now of Greater Cleveland, they partnered with other organizations to offer contracted services, and she appreciated CTA's approach. Dr. Price agreed with Ms. Bingham and Ms. Friedman. Hearing no further comment, Dr. Price asked for a motion to approve the resolution to allow the Cleveland Transformation Alliance to accept contracts to perform work for other organizations. Mr. Mark Baumgartner made the motion to approve the resolution. Then, Mr. Robert Heard seconded the motion. The Board unanimously approved the resolution to allow the Cleveland Transformation Alliance to accept contracts to perform work for other organizations.

### **Resolution for CTA to Join Greater Cleveland Community Shares Pending Approval**

At 6:02 PM, Ms. Marnecheck introduced Ms. Cynthia Ries and Ms. Melissa Miller. Ms. Marnecheck explained that Greater Cleveland Community Shares (Community Shares) was a workplace giving program focused on organizations that support social justice. In March, Community Shares posted a Letter of Interest to become a new member organization. CTA responded to the Community Shares opportunity, and CTA was requested to submit a complete application. If Community Shares accepted CTA as a new member organization, CTA would access new clients and donors. As a member, CTA would pay dues the first year based on a percent of the annual budget, and in subsequent years the dues would be based on a rate of funds donated to CTA and volunteer hours. Ms. Marnecheck shared the resolution.

Ms. Marbury asked how large the pool was for Community Shares. Ms. Ries stated that Community Shares had 37 non-profit Member Organizations. Community Shares mainly asked public agency employees to pledge funds to support the member organizations, but they also had private companies participate in their giving drives. Dr. Price asked if Community Shares expected the Board to donate, the staff, or both. Ms. Ries stated that CTA's Board Members could participate, but they were not required to do so. Community Shares will have each member organization vote yes or no on whether or not to accept a new member organization into the group.

Ms. Marbury asked if Community Shares split the funds received between all organizations or if the funds could go to an individual organization. Ms. Miller stated that the participating staff of the organization could give to Community Shares generally or specify an organization or organizations to receive their funds. Adding, Ms. Ries advised the Board that campaigns ran at the federal and state level, so persons out of the local area could participate in giving.

Ms. Marnecheck asked Community Shares to advise the Board of the steps CTA would have to join Community Shares. Ms. Ries stated that a meet and greet would occur soon, where Ms. Marnecheck and a Board Member would do a 10-minute pitch to the Community Shares membership. The vote takes place at the end of May and, if Community Shares accepted CTA as a member organization, membership would start in July. For Community Shares, most of their campaigns would begin in the Fall of 2021, and individuals would commence giving via payroll deduction or one-time gifts by January of 2022. Ms. Ries stated that Community Shares worked hard to have a diversity of member organizations.

Ms. Turkessa Tenney asked if CTA would have to disclose the financial information for Community Shares to determine the 1.5% for dues. Ms. Ries stated that CTA would submit the financial report during the application period and keep it updated annually. Community Shares legally had to assure that organizations were solvent and legitimate. Furthermore, Ms. Tenney asked what the benefit for CTA to join Community Shares was. Ms. Miller stated that it would assist CTA in raising additional unrestricted funding. It would allow CTA to partner with other social justice organizations, increasing CTA's visibility in the community.

Ms. Tenney asked if the Board would have to vote on the resolution at that moment or would they get to discuss the item. Dr. Price said that the Board would need to vote on the resolution that night. Moreover, Ms. Brooke King asked if the amount for the dues was a one-time fee of \$1,500. Ms. Ries stated it would be \$2,500 for the first year. After the first year, CTA Community Shares' dues would come from a sliding scale determined by revenue collected.



Ms. Friedman asked if Community Shares would return the \$2,500 after the first year if CTA did not make it back in revenue from the campaign and Ms. Miller stated no. Ms. Friedman asked if a new member could get \$2,500 in the first year. Answering, Ms. Ries said no and encouraged CTA's Board to not think of it as a return on investment. It would take several years for organizations to reach the higher giving amounts. Ms. Marbury asked if CTA would be able to terminate its membership at any time. Ms. Ries stated yes, but Community Shares advised against doing so. Ms. Marbury said she was asking about the legal responsibility that CTA would be accepting. Ms. Ries spoke of the member organizations that left Community Shares. Ms. Ries and Ms. Miller left the meeting.

Mr. Baumgartner asked if CTA pursued the opportunity or did Community Shares approach CTA, and Ms. Marnecheck stated that CTA responded to a Letter of Interest (LOI). Following up, Ms. Tenney asked why CTA pursued the opportunity. Ms. Marnecheck spoke to the marketing opportunity for CTA. In response, Ms. Friedman stated CTA should never look at Community Shares as a philanthropic funding venture. However, CTA should focus on Community Shares as a marketing campaign. Dr. Helen Williams concurred with Ms. Friedman.

Ms. Marbury reiterated that CTA could reassess in a year if the organization wanted to continue participating in Community Shares. Ms. Randel asked if Ms. Marnecheck was made aware of the organization through her prior experience with Cuyahoga County Library and Ms. Marnecheck stated yes.

Ms. Tenney asked if the Board could table the resolution for CTA to join Community Shares pending approval, and Ms. Randel asked if someone could explain how Community Shares worked. Ms. Friedman explained that revenues to Community Shares came through payroll deduction from the staff at campaign participating organizations, but organizations do not force the team to participate. Additionally, Mr. Gordon spoke of CMSD's participation in Community Shares through electronic staff sign-ups. Returning to Ms. Tenney's earlier question, Ms. Marnecheck notated the difficulty of holding off on voting on the resolution due to time constraints.

At 6:40 PM, Dr. Price asked if there was further discussion or comment. Hearing no further comment, Dr. Price asked for a motion to approve the resolution for the Cleveland Transformation Alliance to join Community Shares pending approval of the application. Ms. Marbury made the motion to approve the resolution. Then, Mr. Alan Rosskamm seconded the motion. 11 Board Members approved the resolution for the Cleveland Transformation Alliance

to join Community Shares pending approval of the application. Ms. Tenney and Mr. Baumgartner abstained during the vote.

### **Summer Programing Updates from Mr. Eric Gordon, Mr. Alan Rosskamm, and Ms. Brooke King**

At 6:42 PM, Mr. Gordon stated that Cleveland Metropolitan School District (CMSD) was launching a summer experience for children, families, and educators over two four-week periods with a break in the middle. Each window would have three phases called finish, enrich and engage. The finish phase was for students to finish incomplete learning in reading and math for pre-K through 8<sup>th</sup> grade and credit recovery and flex opportunities for high school students. The enrich phase was for students to participate in 4-week projects focused on science, technology, engineering, art, math, career-tech, humanities, and community exploration. For the first day of the enrich phase, students would go to a fair to explore what subject field they would like to do a project. The students would have a 4-week learning experience, and on the last day, they would present their projects. The engage phase would be the evening portion of programing where CMSD partnered with Out of School Time (OST) providers and Say Yes to Education to offer more summer camp and intergenerational outings. Also, CMSD teachers would have the opportunity to recommend programs. Mr. Baumgartner added that he had assisted a teacher with planning a summer project to submit.

Mr. Rosskamm said that Breakthrough Schools was partnering with Open Doors Academy, and they were offering two four-week summer sessions with a week break in between. Kindergartners through 4<sup>th</sup>-graders would be in a literacy camp where they read a book per week, and 5<sup>th</sup>-graders through 8<sup>th</sup>-graders would experience adventures outdoors.

Ms. King stated that Intergenerational schools would be offering two optional three-week summer camps in June and July. Intergenerational teachers had the flexibility to submit a 1-week repetitive program over six weeks or a multi-week structured plan for six weeks. 16 to 20 Kindergartners through 8<sup>th</sup>-graders would be in the same group sessions. Ms. King explained that Intergenerational Schools was planning to announce the final schedule on May 7, 2021, and the first camp would start on June 14, 2021. Intergenerational Schools wanted to focus on social-emotional supports.

Ms. Randel asked what the City of Cleveland's Recreation Department was planning, and Dr. Price stated that she would check into it.



### **Executive Director Report**

At 6:59 PM, Ms. Marnecheck stated that CTA is engaging in the Cleveland Plan Refresh conversation on the precipice of its 10th anniversary. Last year after social unrest, CTA determined to define educational equity. She asked all Board members to engage in the work during the May 20, 2021, Cleveland Plan Refresh conversation at Noon. Furthermore, CTA anticipated holding a Virtual Cleveland Family Café again during May. Ms. Marnecheck was planning to notify the Board as CTA solidified the event dates. Also, CTA heard back from parents that they wanted another way to engage in conversations with other parents outside of the Virtual Cleveland Family Café event. CTA would be piloting an online Cleveland Family Café Bulletin Board monitored by CTA staff.

The next CTA Board Meeting will take place on June 14, 2021, at 5:30 PM. The Governance Committee Meeting will occur on May 10, 2021, at 11:00 AM, and the Communications and Engagement Committee Meeting will occur on May 11, 2021, at 3:00 PM. Last, the Charter Review Committee will meet on May 26, 2021, at 2:00 PM.

### **Adjournment**

Dr. Price asked for a motion to adjourn the meeting. Mr. Gordon motioned to adjourn, and Ms. Tenney seconded the motion. Dr. Price adjourned the meeting at 7:04 PM.