

PRESIDENT'S REPORT

May 19, 2022

GENERAL:

- The State Farm campaign did not go well for us. We did not end up in the top 100. We should use this experience as a lesson for any future campaigns. A big lesson is to have a well-organized digital strategy.
- We should look into using our bulk mailing permit to send out thank you letters and survey letters. The cost will be around 19 cents v/s 55 cents per letter. These costs will add up over the year. Neena is looking into this and we will come up with a process for the future.
- Thank you, Trustees team for getting the flooring work completed and Harshit, Anmol and Shripal on changing the lights with dimmable LEDs which have eliminated the flicker. All during back to back calls all night!!
- Since we made a decision not to invest in the dishwasher, it is incumbent on each and everyone of us to clean up after ourselves. There were used coffee mugs put back without washing in the cabinet and mugs and plates lying in and around the sink for weeks. Poor Harshit who has a defined intolerance to clutter ended up washing all these. This is not acceptable in the future.
- Thank you Jegan and the Line for the excellent work in getting the part fabricated and the O2 generator operational. Fantastic!!
- The Use and Access Agreement was finalized and signed by both parties. I hand delivered the agreement and received confirmation from Teresa that the 65000\$ check for township contribution for 2022 is ready for pick up. Deep tanks to the Deputy Mayor Lewis and Anthony for their support.
- Founders day was a great success. We participated in the parade and the popcorn sale generated good revenue – the cadets worked miracle by changing the messaging and getting people to contribute more than \$1 as donation. Note to self – codify this approach for future. Let people donate per their generosity – it will be more than us asking for \$1
- The highlight of Founders day was the recognition our long service members got from Senator Greenstein and Representative Benson. The Ceremonial Resolution will be memorialized in the records of the NJ Senate – thankful to the senator and representative for doing so.
- The squad was also recognized by the township for our efforts during COVID and we were given a nice plaque that we will be framing and hanging next to a big picture of Don and I (just kidding) – just the eboard has said no to the picture, so it will be just the plaque

SPENDING AND REVENUES TRENDS

- Industrial fund drive is being kicked off – we have a proposed budget of \$3000 to raise. If we fall short, Neena and I can work to create other smaller drives to make up the difference including direct reachout to corporations in the area
- We are trending okay on general public donations and survey donations. We need to improve on corporate matches by creating greater awareness and ensure residential drives raise the planned 45000

- As previously mentioned, we are exploring the possibility of using bulk rates as we will go over the budgeted amount for stamps otherwise. This is a good thing, as it shows we are reaching out and communicating with the community better
- We are tracking per plan on the Membership and Squad Activities Spending and came about 5000\$ under for installation dinner. Thanks to Emily for managing the budget.
- There is a potential for overspend on Building and Bay Repairs budget once the bay door repair costs are factored in.
- Thanks to the trustees for permitting the use of Munson funds consistent with the rules governing it to pay for the much needed uniforms.

FUNDRAISING

- Neena will provide the details for the corporate and residential drives.
- We need to coordinate and accelerate cadet fund raising activities
- I will work with Leena to create a more co-ordinated grant schedule – especially to raise mini grants.

MATTERS OF ADMINISTRATIVE CONCERNS

- Cadets expressed their concern that the cadet organization does not feel like an integral part of the overall administrative structure. We had made attempts by making cadets as supporting members to the appointed positions but we should revisit this with Sridevi and Anoushka as this is a valid concern that needs to be addressed.
- We were able to collect over a dozen names for adult members on Founders day. Thank you Jegan. Going forward, Debi has agreed to lead the reachout effort as she is well connected in the community to create awareness and pipeline of adult members for VP Membership to vet, interview and enroll. Thanks Debi!
- I have sent a reminder email to all members that it our responsibility to behave with utmost integrity and respect in the squad while on duty or otherwise associated with squad events. We are the brand ambassadors for this organization. Please take a moment to read the email. Please direct any questions or concerns to Don or I.