

Parent Promise Board Meeting Minutes

January 22nd, 2026

Board Members in Attendance and Constituting a Quorum Were:

Michelle Edstrom	Andrea Teeter
Melanie Rughani	Dawn Watson
Kay Wetmore	Veronica Regan
Steve Commons	Susan Abel

Board Members Absent:

Scott Morris	Ryan McDonald
Phillip Smith	

Representing Parent Promise Were:

Chris Siemens, Executive Director
Larry Stephens, Finance Director
Katie Merrick, Community Relations Director

Call to Order:

Board President Michelle Edstrom called the meeting to order.

Finance Report:

Larry presented the November 2025 through December 2025 financials to the board. He asked if there were any questions and none were heard. There was a motion and a second to approve the financials. All were in favor and November 2025 through December 2025 financials were approved.

Prior Meeting Minutes Approval:

Michelle asked if everyone had read the prior board meeting minutes and if so, did anyone know of any corrections that needed to be added. Katie mentioned there was an error in her report regarding the amount needed for The Kerr Foundation match. The minutes stated \$470 was still needed, but the correct amount was \$770. A motion was made to accept the minutes with the correction and seconded. All were in favor of accepting the minutes with the corrections, and the November 2025 board meeting minutes were approved.

President's Report:

Michelle announced Phillip Smith's need to resign from the board due to personal obligations. He intends to rejoin the board when he is able. A motion was made to accept Phillip's resignation and a second was made. All were in favor of Phillip Smith's resignation from the Board of Directors.

Mission Moment:

Chris reported that the organization received the prestigious Blue Ribbon Award for the Parents As Teachers (PAT) program in December, which comes with a new logo and allows them to promote their high-quality services for five years.

Program Report:

Chris provided the program report. A PAT staff member resigned due to health issues, and the position will be posted next week, while Children First (C1) services remain fully staffed with all nurses properly trained and deployed. The Resource Center is currently serving up to 100 families weekly but has had to reduce the number of items provided per visit due to budget constraints, limiting families to three items from different categories once a month. They are seeing an increased number of Afghan refugee families, with Fatima, a part-time employee and Afghan refugee, set to join to assist with translation. The center is exploring ways to increase donations, including utilizing an Amazon wish list similar to their successful diaper drive, and plans to post a job description next week for a new PAT position.

Community Relations Director Report:

Katie reported that we met the full match of The Kerr Foundation funds. We raised \$7,500 to match Kerr's \$7,500 for a total of \$15,000. The final report to The Kerr Foundation is due in April. Katie also discussed the Open House and need for volunteers for the event on January 23rd. Play for a Purpose is scheduled for March 9th at Chicken N Pickle and she is starting to look for sponsors and players. Katie attended a young professionals board event at Infant Crisis Services and learned how their young professionals board is structured. Parent Promise currently has six individuals interested as potential board members. At the end of the year, the organization submitted around 20-30 unsolicited grant applications and also changed over to a new grant management system.

Executive Directors Report:

Parent Promise's re-chartering with Prevent Child Abuse America (PCAA) is towards the end of this year. Chris will contact PCAA to confirm dates and will update the board. Chris also mentioned that due to the PAT Blue Ribbon status and PCAA's new logo, Parent Promise will begin evaluating all materials and will begin updating materials as needed reflecting the new branding guidelines. Chris also mentioned the organization has made progress on the strategic goals listed below:

Goal 1.1: Develop Sustainable Revenue Streams

- **Target:** Generate \$300K annually in earned revenue by end of FY28
- **Actions:**
 - Create corporate sponsorship packages for businesses

Goal 2.2: Enhance Human Resources Systems

- **Target:** Achieve 90% staff retention rate and competitive compensation
- **Actions:**
 - Establish employee recognition and wellness programs

Goal 3.3: Evaluate and Refine Program Portfolio

- **Target:** Achieve clear mission alignment for all programs

Actions:

- Discontinue or modify programs not meeting impact thresholds
- Integrate Access and Visitation program or discontinue if unsustainable

Goal 4.1: Develop Comprehensive Marketing and Communications Strategy

- **Target:** Achieve 75% community awareness among target demographics
- **Actions:**
 - Develop brand identity guidelines and messaging framework

The organizations Access and Visitation program has not been fruitful and the organization is not serving enough families to justify the cost of the program. Chris will review the contract's cancellation terms. It was motioned that if Chris deems appropriate, the Access and Visitation contract with Oklahoma Human Services can be cancelled. The motion was seconded and all who were present were in favor. Chris introduced Senate Bill 1996, "Children's Promise Act" as a potential bill for the organization to support. The bill proposes a state income tax credit for donations to child abuse and neglect prevention organizations. A motion was made for the organization to support the bill and was seconded. All who were in present were in favor of supporting this bill.

Michelle adjourned the meeting at 1:01p.