

Budget & Finance Committee Report

Outreach Motions — FY 2026-27

Committee: Budget & Finance | Meeting: August 4, 2026 (virtual)

Present: Payas Parab (Chair), Lori Aliksanian, Melissa Manousos | **Absent:** Jens Midthun (Ex-Officio)

Prepared for: DLANC Board of Directors

1. Purpose

This report summarizes three Outreach expenditures reviewed by the Budget & Finance Committee — all previously approved 4-0 by the Outreach Committee — and recommends one budget amendment to keep the affected line item within budget. It also flags the fiscal impact of these motions — which the Committee recommends the Board approve — and notes the paths available to manage it. The Committee's role was to confirm fiscal compliance and endorse the items to the Board.

2. Budget Context

The FY 2026-27 Admin Packet allocates the Outreach category as follows:

Line item	Allocation
Outreach – communications & materials	\$3,500
Outreach – Events	\$8,000
Outreach total	\$11,500

All three motions draw from the **communications & materials** line. That line also funds the **Sendinblue** email service. Its \$1,200/yr allocation is a ceiling, not an expectation: at current usage (~\$25–30/month) it is **forecast at roughly \$360/yr**, well below the cap.

3. Motions & Outcomes

Each motion is stated exactly as approved. Suggestions are advisory notes for current and future boards and are **not part of the motion**.

Motion 1 — Skid Row Resource Map. Approve an expenditure not to exceed \$1,500 to reprint and update the Skid Row Resource Map, from Outreach – communications & materials, FY 2026-27.

Vote: 3-0 — Passed

Suggestion (not part of motion): Add a QR code to a live, updatable map to reduce future reprint costs.

Motion 2 — Social Media Promotion. Approve an expenditure not to exceed \$500 for social media promotion (Instagram, Facebook, TikTok, Nextdoor), from Outreach – communications & materials, FY 2026-27.

Vote: 3-0 — Passed

Suggestion (not part of motion): Report back on spend, new followers, and views to guide future investment.

Motion 3 — D Line Bus Bench Promotion. Approve an expenditure not to exceed \$1,800 for a new DLANC D Line bus bench promotion, from Outreach – communications & materials, FY 2026-27.

Vote: 3-0 — Passed

Suggestion (not part of motion): Add a call-to-action and trackable QR/UTM link; report back on ROI.

4. Line-Item Impact

Item	Not-to-Exceed	% of Comms Line
Skid Row Resource Map	\$1,500	42.9%
Social Media Promotion	\$500	14.3%
D Line Bus Bench	\$1,800	51.4%
Total committed	\$3,800	108.6%

The three items total **\$3,800**, exceeding the **\$3,500** line by **\$300**. Sendinblue at its \$1,200 ceiling would push the potential draw toward \$5,000, but based on current trends it is forecast at **~\$360/yr**, making the realistic total draw about **\$4,160**. The Events line (\$8,000) has only **\$3,500 committed** (~\$4,500 available), leaving room to transfer funds without affecting planned events.

5. Historical Outreach Spending

Outreach amounts actually disbursed over the last four fiscal years provide useful context for this year's commitments:

Fiscal Year	Outreach Spent	% of Year's Total Spend
2022-2023	\$10,885.03	46.0%
2023-2024	\$7,006.03	28.2%
2024-2025	\$3,475.57	8.2%
2025-2026	\$3,703.39	44.8%
4-year total	\$25,070.02	—
4-year average	\$6,267.51	—

Historic outreach spend has ranged from **\$3,476 to \$10,885** per year, averaging **~\$6,268**. This year's Outreach allocation (\$11,500) is the highest in the period, and commitments already made — roughly **\$7,300** (\$3,800 communications & materials + \$3,500 events) — already exceed the four-year average and both of the last two full years.

6. Fiscal Awareness & Monitoring

For the Board's awareness: The Committee recommends all three motions pass. It also wants to make the Board aware that these approvals draw heavily on the communications & materials line and that total outreach commitments are running ahead of recent years. This is being actively monitored, not raised as an obstacle — the paths below keep spending within budget.

Two paths keep this within budget:

- Near-term (this report): the intra-Outreach transfer in Motion 4 moves \$1,000 from Events to communications & materials, absorbing the current overage without changing the Outreach total.

Forward (September): rollover funds are expected to be finalized around mid-August and allocated at the September 1 meeting. **Elections is currently forecast at approximately \$9,000** and is expected to be funded largely from rollover. When the Board sets the rollover budget, it retains flexibility to balance elections and outreach needs and to direct additional rollover to outreach — providing a further lever to absorb outreach pressure without exceeding category budgets.

7. Recommended Amendment

Motion 4 — Amend Admin Packet. Amend the FY 2026-27 Annual Budget to move \$1,000 from Outreach – Events (\$8,000 → \$7,000) to Outreach – communications & materials (\$3,500 → \$4,500), and direct the Treasurer to resubmit the revised budget and BAC form. Outreach total (\$11,500) unchanged.

Vote: ____ (to be taken)

Suggestion (not part of motion): Forecast communications spend before setting future annual budgets to avoid mid-year moves.

Line item	Before	After
Outreach – communications & materials	\$3,500	\$4,500
Outreach – Events	\$8,000	\$7,000
Outreach total	\$11,500	\$11,500

The \$4,500 line comfortably covers the \$3,800 in approved items plus the **forecasted Sendinblue (~\$360, based on current trends)** — about \$4,160 in all — leaving buffer. Events retains ~\$3,500 uncommitted, and rollover provides additional headroom once finalized.

8. Next Steps

- Treasurer to submit revised budget + BAC to the NC Fund Portal upon Board approval.
- Outreach to deliver report-backs on Motions 2 and 3.
- Treasurer to monitor the communications & materials line against actual spend.
- Board to weigh outreach vs. elections needs when allocating rollover funds at the September 1 meeting.