

LEAF Board of Directors Meeting Minutes

Monday, September 19, 2016

4:45 p.m.

KDV

Board Members present: Tim Beck (Treasurer), Tarryl Clark, Bruce Hentges (Executive Director), Heidi Everett (Secretary), Cindy Harner, Marty Heine, Mark Helminick, Mike Janey, Pat Krueger (Vice President), Bruce Mohs, Pat Mullen, Laura Pfannenstein, Janet Reagan, Elizabeth Reisinger, Pat Welter

Pat Krueger called meeting to order at 4:50 p.m.

LEAF Good News/Thank You's

- Tech/Apollo Athletic Program thank you passed around
- District 742 Payroll Deduction now established. Approved by district administration. Don Farleo created nice program collateral to promote this giving option in the district.
- Fall Grant Cycle applications due October 1. Fall activities grant cycle will award \$19,612.
- Golf fundraisers were successful. Great weather. Good turnout.
- Heidi will be presenting LEAF to District leaders Wednesday.

Consent Agenda

- A. Approval of minutes of August 15 Board meeting
- B. Approval of Executive Committee Minutes of September 1, 2016
- C. Approval of bill payments for August 2016
- D. **Action:** Approval of the Consent Agenda. Motion by Pat Welter. Second by Patrick Mullen. Motion carries.

Financial Reports (as presented in email and at Board)

- A. Treasurer's Report
 - August Fundraising Report: Good month highlighted by \$25,000 anonymous PAKRAT gift, Adopt-a-Classroom donations, Apollo net proceeds from golf tournament. Note Tech net proceeds will show up in September report. Endowed funds at highest levels ever.
 - Profit and Loss Statement: Analysis and discussion of YTD Income/Expense comparison between 2015 and 2016, in particular accrual based accounting, significant one-time grants that came in, and expense shifts.
 - Balance Sheet
 - **Action:** Approval of Treasurer's Report. Motion by Cindy Harner. Second by Marty Heine. Motion carries.

Strategic Plan Update: Next Steps

- A. Strategies for identified strategic plan goals
 1. Goal #1 - *Growth of donors/households*: Move to set donor-base household growth goal at 30% increase over next three years.
 2. Goal #2 - *Growth of Endowed Funds as a result of our own fundraising efforts*: Set annual endowment growth of funds raised (new money put in to endowment) to \$100,000 per year over next three years.

- B. List of tactics shared from Focus Group sessions. Board reviewed list of tactics, brainstormed, and identified priorities:
- Create an online form that we require grant recipients to complete. Encourage them to upload photos and videos that we can share on Facebook. Allocations Committee will discuss ways to gather testimonials.
 - E-newsletter that shares good news and integrates web, social media, calls to action. Current email list is about 1,000, so right now we could use Mail Chimp for free. At 2,000 to 4,999 emails, it costs .03 cents per email and at 5,000+ it is .02 cents per email. Heidi volunteered to lead this.
 - Seek out partnerships, free collaborations with opportunity for media.
 - Seek out opportunities for community presentations and include an ask.
 - Discuss who is not in the conversation and set a goal to reach out to a certain number each year with specific goal/intentions.
 - Make sure it is clear with everything we are a part of, it is clear LEAF is a part of it. Strong logo presence, sharing the big picture and impact, etc.
 - Reach out to 10-, 15- and 20-year graduation classes.
- C. Develop Goal #3: *Increase amount of funds available for granting.* Will discuss at next meeting.

LEAF Legacy Fund

- A. Phillip Schmitz Scholarship Request
- B. **Action:** Approval of the Phillip Schmitz Scholarship Fund Agreement. Motion by Bruce Mohs. Second by Heidi Everett. Motion carries.

2016 District 742 Building Referendum

- A. Participation by LEAF (Tarryl Clark)
- B. **Action:** Approval of LEAF endorsement of Building Referendum on both aspects of vote – “Yes/Yes”. Motion by Heidi Everett. Second by Pat Welter. Motion carries.
- C. **Action:** Approval to fund an informational mailing in support of referendum up to \$4,000 under LEAF Bulk Mail Permit. Motion by Tarryl Clark. Second by Laura Pfannenstein. Motion carries.

Learning Renaissance Update (Elizabeth Reisinger)

- \$12,500 sponsorships to date, ahead of last year at this time
- Go to LEAF website to see Fund a Need video about hot spots

Adopt a Classroom Update (Patrick Mullen)

- 42 contributors so far for 50 grants

Upcoming Events

2016 Learning Renaissance: Sunday, October 30 at Café Renaissance

Next meeting: Monday, October 24, 2016 – 4:45 at KDV