

LEAF Board of Directors  
Minutes of the Meeting  
July 20  
KDV Conference Room

Members present: Tami DeLand, David Eickhoff, Debbie Erickson, Don Farleo, Kenton Frohrip, Gayla Holmgren-Hoeller, Lori Johnson, Pat Krueger, Craig Lietha, John Oxton, Jim Pehler, Andrea Swanberg, Joan Vincent, Ken Voss, Bruce Watkins, Don Watkins, John Weitz, Pat Welter, Bruce Hentges

Introductions were exchanged between current members and new board members Debbie Erickson, Lori Johnson, Joan Vincent, Don Watkins and Pat Welter.

The meeting was called to order by Vice President Ken Voss at 4:45.

Agenda items

1. Minutes of the June 15 meeting were reviewed. Pehler moved and DeLand seconded approval as printed. The motion passed unanimously.
2. Treasurer Lietha, provided a comprehensive report covering April, May and June. He reported that there has been some bounce-back on investments and called attention to the expenditure of contingency funds as an uncommon occurrence. John Weitz asked if there is a periodic review of the endowment. Craig confirmed that meetings with the Community Fund staff are regularly scheduled, and Don Watkins suggested that a Community Foundations staff member be invited to a board meeting. Consensus was that this is a good idea that can be scheduled. Pehler moved and Oxton seconded acceptance of the report. The motion passed unanimously. Don Watkins moved and Bruce Watkins seconded approval for payment of bills. The motion passed unanimously.
3. Handouts  
Bruce Hentges distributed updated materials that board members should add to their LEAF handbooks; replacements and additions:
  - Committee Assignments
  - Updated Board roster
  - Updated Bylaws and memorandum of understanding
  - LEAF activity timeline
4. Committee Reports:
  - Executive Director Search  
In the absence of Chair Barclay Carriar, committee members D Watkins and Krueger reported that there are 28 applicants. Files are being reviewed, and the committee plans to select 3 finalists for interview. There are certainly viable candidates, so the expectation is that the position will be filled by mid August.

PR

Pat Krueger shared a written report. The committee has taken up a number of projects and spent time looking forward and listing ideas to identify goals, target markets and messages designed to increase LEAF awareness and support.

Target Audiences: The following are those identified for enhancement or development during the next year:

Continuing supporters – expand on current list, reacquaint and increase level of support

Parents – an ever-changing group with potential as continuing supporters

Alumni

Four other projects are also at the top of the current agenda:

Development of a *clean*, updated mailing list and email *listserve*

Monthly news/information releases with master calendar list of regular topics and news items

Annual public update for mass mailing

Development of an official annual report for publication

The committee has also worked with the event committee, providing ideas and materials for the Fall Kick-off event.

The floor was then passed to Don Farleo, who has been working on some major projects.

Logo/Wordmark: Don presented several “finalist” examples with a recommendation from the committee.

Don shared the proposed slogan:

*Growing a stronger community through: • Academics • Activities • Arts • Athletics*

Don also reported on progress on the website. It will be completely redesigned and hosted in a manner that costs less and allows easy, quick updates making it much more dynamic. A schematic was shared and input is welcome. It will include a LEAF Board page, therefore **each board member is asked to prepare and submit a short bio (100 words or less) and all members are put on notice that they will be photographed at the August meeting.** Lietha noted that there will be a need to discuss how honorary board members might be handled on the web site. The executive committee will address this.

Weitz moved and Swanberg seconded approval of the recommended logo. The motion passed unanimously.

Don Watkins moved and Lietha seconded approval of the proposed slogan. The motion passed unanimously.

Don Watkins suggested that will be appropriate to pitch LEAF at the upcoming Tech golf tournament dinner – all agreed. LEAF serves as the fiscal agent for the tournament and therefore stands to benefit. (Designated fund)

Swanberg reported that the MAPPS golf tournament was the most successful ever – up eleven teams.

Budget

Pehler reported that the annual budget will be presented at the August meeting. He will also work on setting up the investment presentation as suggested.

## 5. Executive Director Report

Hentges provided a quick overview of his written report. The highlights are:

A fundraising progress report - copies shared

Fall kick-off luncheon: A flyer (copies shared) was mailed out to all Chamber of Commerce members. Committee members will be following up on some to encourage support in the form of table sponsorships, prize items etc. All members are encouraged to solicit prizes. He shared a copy of the program and reminded everyone that they should plan to attend. The complete report is available in both electronic and printed form.

The meeting was adjourned at 6:00

Respectfully submitted,  
Pat Krueger  
Secretary