

L.E.A.F Board of Directors  
Minutes of the Meeting  
December 21, 2009  
KDV Conference Room

Members present: Barclay Carriar, Tami DeLand, David Eickhoff, Debbie Erickson, Don Farleo, Kenton Frohrip, Rolf Jacobson, Pat Krueger, Craig Lietha, John Oxton, Jim Pehler, Mark Sakry, Ken Voss, Bruce Watkins, Don Watkins, Pat Welter, Bruce Hentges, and Phil Welter

The meeting was called to order by President Barclay Carriar at 4:45.  
Approval of the minutes from November 16 and the December Treasurer's report (items 2, 3 & 4a) were removed from the consent agenda.

Consent Agenda

1. Approval of July Treasurer's Report (Craig Lietha)
  - **Action:** Approval of bill payments
  
5. Executive Director Monthly Activities Report (see second page of this agenda)

**Agenda items**

**1. Minutes from November 16.**

The minutes were amended – correcting Jim Pehler's name under attendees. Pehler moved and Eickhoff seconded approval as amended.

**2. Treasurer's Report.**

Pehler moved and Voss seconded approval of the tabled November and December reports. Lietha answered questions regarding grant distribution and clarified that the \$23,000 figure shown as a grant was the amount paid to Tech/Apollo activities programs from the annual ticket surcharge. After that clarification, the motion passed unanimously.

Lietha reviewed Board financial policies I-E and I-F.

I-E: addresses joint venture policy. While there is no expectation for upcoming use, the policy is in compliance with 501C-3 regulations.

I-F: This addresses compensation policy, assuring its compliance with affirmative action guidelines.

**3. Celebrations and Fundraising news**

Hentges provided information about an anonymous donation to the academic fund and a match to the George Torrey 15 year campaign challenge.

The academic fund has thus grown to an amount that will allow for grants to be awarded during the spring 2010 cycle.

A \$10,000 challenge is also included in the anonymous donation. The Development committee will be looking at ideas for a directed fundraiser early in 2010 (possibly

late March) that may become more of an annual academic fund focused event.

Brainstorming was encouraged, with the following suggestions:

- Invite potential new donors to a wine tasting hosted at a private home or local food venue.
- Prepare a presentation (include visuals) that includes showcasing projects that have benefited from LEAF aid, seeking ideas from various schools in the district.
- Build a gathering around a particular educational theme such as local Rhodes Scholars, University President Potter, or other potential influencers.
- Target a particular group, i.e. doctors, educators, lawyers etc., to add new donors.
- Consider a virtual dinner, acknowledging the busy schedule syndrome.
- Consider several small events scheduled on a quarterly basis – again for donor base expansion

Hentges then asked for volunteers for a committee to plan one or more special events. This group will work through the Development committee. Those interested should contact Bruce directly.

Hentges further reported that LEAF received \$3,700 through the Give.com *Give to the Max* drive. This does not include the match; that is not yet finally determined, but will be less than originally suggested because of the volume generated by the drive – a good news/bad news sort of scenario.

At this time, NOTS sponsorships are at \$5400.

The Fifteen Year campaign (2008) is winding up with \$178,640 in and an expectation that the \$200,000 mark will be reached this year out of a total of \$456,800 in pledges over five years.

#### **4. Strategic Plan – Ad Hoc Committee**

The committee, made up of Tami DeLand, Pat Welter, Don Farleo, Joan Vincent and Bruce Hentges, met to refine the language for both the vision and mission statements developed during the planning retreat. The Public Relations committee has also reviewed the statements. The results presented:

Vision: *Excellence, opportunity, and community pride in our public schools*

Mission: *The District 742 Local Education & Activities Foundation (LEAF) promotes and enhances excellence and opportunity in our public schools and secures supplemental funding for academics, activities, arts, and athletics.*

Pat Welter spoke to the process. It was suggested that for grammatical consistency a comma be added or omitted.

Pehler offered and Deland seconded a motion to approve both statements, with the comma adjustment.

Discussion followed regarding the breadth of LEAF's actual mission – securing funds plus promoting and enhancing. There was some wordsmithing considered, but

general agreement resulted in no added changes. The motion passed unanimously.

## **5. Contingency Grant request**

Hentges presented a request from the ALC Principal – LaShawn Ray, and Melissa Gohman of the paramount Theatre. LEAF is asked to help with an Artist in Residence, 7-12 program (Bahaman artist Willicey Tynes) that has already received support from the Arts Council. Pehler moved and Oxtan seconded approval of up to \$500. The Board was assured that this fully meets regular criteria. The motion passed unanimously.

## **6. Committee Reports**

### **PR**

Pat Krueger reported shared copies of the annual report and fall recognition program materials that were distributed at the event. The committee continues to refine an annual plan/timeline for improving LEAF visibility. A quarterly newsletter is slated to debut around May 1, grant supported projects will be the subject of website stories, and a planned giving flyer will be created.

The website has so far registered around 500 hits – a lot of activity focused on grant information.

PR is anxious to refine and increase the list serve, and asked members to suggest additions. Add your family, friends, colleagues etc if possible – an opt-in invitation can be offered to them.

The committee will be coordinating with the NOTS PR committee, and generally remains very active with a full schedule. Additional members are welcome.

### **Nominations Committee**

Chair Ken Voss shared the new slate of officers for 2010 as recommended by the committee:

Vice President – Rolf Jacobson

Secretary – Pat Krueger

Treasurer – Craig Lietha

The Board was reminded that Barclay Carrier is entering his second year of a two-year term as president, and that because a number of new members have recently been added as part of the organization expansion, no new board members are recommended at this time.

Don Watkins offered and Sakry seconded a motion to close nominations. The motion passed unanimously. This slate will be approved at the annual meeting in February.

### **Budget Committee**

Jim Pehler introduced a policy to maintain \$20,000 in the LEAF operations account with Bremer Bank. This will include depositing any excess funds into the appropriate fund with CMCF. Pehler moved and Don Watkins seconded approval. The motion passed unanimously.

Pehler also suggested that the Board should review the 990 report (91% return – highly ranked). This may be on the agenda for approval at the next meeting. Lietha will send out online review materials.

### **Appreciation & awards Reception Committee**

Hentges provided a financial report. Sponsorships were down, but two of the regular sponsors have recently made significant 5-year pledges, so were not asked this year.

The cost of catering increased.

Those in attendance all agreed that the event went well and the Apollo production of *Urine Town* was excellent and enjoyable.

### **Night of the Stars**

The program is shaping up well. Billboards will be used to promote the event, as will a mailer to 10,000. This will be in the form of a postcard – less costly. Most of the \$15 and \$6 tickets will be sold through the schools, but will also be available at the Paramount.

The online auction will be from February 5 through 21. Items are still needed, and board members are asked to help secure them – at least one from each member, please.

Art teachers are organizing the student exhibition.

### **Development Committee**

The committee is completing final aspects of the fifteen-year campaign and moving on to the challenge grant and other ideas.

## **7. Executive Director Report**

Hentges announced that members should contact him if they want specific committee assignments. A new Grants committee is being formed to assist with locating appropriate possible grant opportunities, and also with application preparation. Since this can be very time-consuming, anyone accepting membership on this committee will not be asked to help with others.

Board training opportunities are coming up early in the new calendar year. Agenda materials included information about one series. Interested members should contact Bruce as soon as possible.

The first check from fundraising partner RJ's has been received. Please remember to mention LEAF if you go there any Saturday until 4:00 pm or all day Sunday. In connection with this, and other such opportunities, President Carriar will look into developing a business plan for partnerships.

Carriar adjourned the meeting at 6:10

Respectfully submitted,  
Pat Krueger  
Secretary