

L.E.A.F Board of Directors  
Minutes of the Meeting  
January 18, 2010  
KDV Conference Room

Members present: Barclay Carriar, Tami DeLand, David Eickhoff, Debbie Erickson, Gayla Holmgren-Hoeller, Rolf Jacobson, Jill Johnson, Pat Krueger, Craig Lietha, John Oxtan, Jim Pehler, Mark Sakry, Joan Vincent, Ken Voss, Bruce Watkins, John Weitz, Pat Welter, Phil Welter, and Bruce Hentges

The meeting was called to order by President Barclay Carriar at 4:46.

Jill Johnson was introduced as the new Activities Director for Tech High School, and a new board member.

Members were reminded to complete the form verifying their awareness and acceptance of board policies, and also the model release form (allowing use of image and quotes for publication/website etc.) and to return both forms to the Executive director.

### **Agenda**

The Consent agenda was amended excluding the December Treasurer's report

#### **Consent Agenda**

1. Approval of December 21 minutes as printed
2. Approval of November Treasurer's report
3. Approval of payment of bills to date
4. Acceptance of Executive Director Monthly Activities Report

Sakry moved and Pehler seconded approval of the consent agenda. The motion passed unanimously

### **Discussion/action items**

#### **1. Slate of 2010 Officers**

Nomination Chair Ken Voss reminded board members that a slate of officers has been submitted. Voting to affirm the slate is set for the annual meeting next month (February 15).

#### **2. Strategic Plan Approval**

The group was presented with six goals and plans for action as suggested by the appropriate committees. Each goal includes timeline information, resources needed, responsibility assignments and evaluation information.

Committee chairs reviewed the content, including:

Goal 1: Regularly and systematically develop and produce PR efforts (PR Committee)

- o Develop and follow new PR schedule timeline Newsletters, website success stories, news releases, website development
- o Develop regular communications & develop list serve

A dynamic timeline/plan is now in use and can be made available to board members at any time.

Goal 2: Intentionally and strategically create a list of potential major donors and cultivate a relationship with each one. (Development Committee)

- Strategically make list of potential major donors
- Identify who will make the specific contact and amount of the ask
- Make the contact
- Make the ask.

The current goal is to develop a list of 20 new potential major donors. Hentges suggested that members consider and share names with him. The final list will be shared with board members so all should be prepared to identify those with whom they have some relationship or connection.

Goal 3: Develop and maintain a LEAF Data Base by August 31, 2010 (Development Committee)

- Compare LEAF data base with B & G Club data base to determine our needs
- Seek sources of grant resources from other foundations: CMCF, Initiative Foundation
- Write and submit grants by March 31, 2010
- Seek volunteers and/or hire staff to populate data field
- Fold existing database into new database

The executive director and committee members are examining whether or not we currently have the most suitable software for donor management, and will share thoughts with The Board.

Goal 4: Develop and maintain a Data Base of past alumni donors (Development Committee)

- Identify alumni from current donor list data and other sources
- Connect to Tech/Apollo alumni association & ask for database
- Find contact for company that does Tech alum data base update every 5 years
- Work with schools to get current seniors information before they graduate and commit for future years

An immediate goal is to expand and develop alumni lists from both Tech and Apollo High Schools. Hentges has been in touch with a company that specializes in that task.

Goal 5: Identify and promote District 742 success stories on website, in mailings and in programs (PR committee)

- Identify stories to pursue
- Create and use systematic method for gathering success story information appropriate for website and other public relations instruments
- Rewrite stories in compelling manner.

- Drive people to site and increase circulation

Krueger reviewed the plan to gather and present district student success stories. The grant report form has been modified to facilitate that process, and follow-up interviews, images and possibly video will help to create web stories, news items and presentation aids.

Goal 6: Develop and implement a strategy to reach District 742 teachers, coaches/advisers and administrators more effectively to encourage grant applications. (Allocations Committee)

- Educate staff about opportunities – multiple communications for grant opportunities
- Offer presentations about granting guidelines to staff through building principals
- Review Final Reports and share information about success stories on the LEAF web page.

The committee is planning to prepare methods to educate staff regarding opportunities and guidelines, with the hope of increasing variety and quality of ventures. They will be more closely monitoring the follow-through on final reports.

Bruce Watkins moved and Joan Vincent second approval of all six goals and action steps, as presented. There were no further questions. Pehler moved to amend the evaluation target date on Goal 3, omitting December 31, 2009.

The motion to approve the strategic goals passed unanimously.

### **3. Committee Reports**

#### **PR**

Pat Krueger distributed a printed PR Committee update. In addition to the plans for Strategic Goals 1 and 5, the following items were shared:

New Publications:

#### Quarterly Newsletter

Both strategic goals will be supported with the creation of a regularly scheduled newsletter. The target for the first issue is May 2010.

Distribution will be primarily through electronic means, but limited publications can be used as well. A postcard format will be considered.

#### Planned Giving Flyer

This will be created in conjunction with the Development Committee.

#### Events

The PR committee is committed to assisting with fundraising events and members continue to brainstorm possible themes, venues and promotional ideas. (i.e. Challenge Grant event planning)

The committee continues to coordinate with the major event PR committees and welcomes those involved in those efforts. Currently NOTS is a central focus, with billboards and mailers featuring an exciting graphic that was shared with members.

## **Allocations**

The revised grant application form is on the website. Criteria for the first academic fund granting round is being developed.

## **Night of the Stars**

Several highlights were shared:

Interest is high, 62 acts tried out for the production.

Board members will not be asked to sell tickets this year, but are encouraged to purchase some. It promises to be an excellent event.

Action items are still needed. Please consider contributing by Jan 25.

Email information is being sent to approximately 1300 on the current list.

There are five billboards - 2 digital.

## **Development Committee**

The committee is discussing a donor base development, fundraising event, aiming for late summer or early fall. The plan is to seek a private home or small venue; one that might include an outdoor setting, so committee members are focusing on a time of year that will be most suitable for that, plus potential evolution into an annual event. They are also considering inclusion of an attraction, such as a student performance and/or featured speaker.

Pehler moved and Jacobson seconded acceptance of all committee reports. The motion passed unanimously.

## **4. Contingency Grants**

Hentges reported that the groups to which the last contingency grant was allocated did not use all of the \$500 awarded, so \$364 was returned to the fund.

Hentges then shared a request from Clearview School Spanish Immersion Program for a fieldtrip, which is scheduled to take place prior to the next granting deadline. If the board were to consider this request, it would involve granting ahead of the next scheduled round. There were a number of questions and some discussion about the wisdom of considering a request outside of the normal timelines. The nature of the fieldtrip suggests that it might fit the academic fund criteria. However, even though the first academic grants are scheduled for consideration in March, the criteria have not actually been approved – including a definition of academic contingency eligibility.

It was agreed that the project has merit, but that funding in such a manner at this time, without a fully defined process for the academic grants, might set an unfortunate precedent that will not necessarily be compatible with the coming process.

B Watkins offered and Vincent seconded a motion to respect original timelines in consideration of new requests. The motion passed unanimously.

Members were reminded that the allocations committee may suggest criteria for

academic grants that will address contingency funding differently than for activities

**Executive Director Report**

Hentges announced that future funding reports will include monthly summaries with the more detailed information presented regularly to the Development Committee. This information will be presented to all board members on a quarterly basis and is always available upon request. Requests were made to do a year to date comparison and possibly include the information in the consent agenda. It was also decided that the dates should be made to line up with the Treasurer's report.

The committee assignment sheet was circulated, giving members an opportunity to change or add committees. Everyone is expected to participate in at least one.

President Barclay will present the annual LEAF report to the School Board on January 28

Board members will now get copies of all news releases – via email.

LEAF is looking at setting up a PayPal account and the PR committee will be developing a Facebook account. .

Carriar adjourned the meeting at 6:00

Respectfully submitted,  
Pat Krueger  
Secretary