

LEAF BD of DIRECTORS

May 21, 2012

In attendance: Tami DeLand, Barclay Carrier, Craig Lietha, Pat Mullen, Lori Johnson, Mike Janey, Joanne Dorsher, Bruce Mohs, Debbie Erickson, Gary S, John Lewis, Pat Krueger, Bruce Hentges, Chuck Provinzino.

Bruce Hentges made announcements.

Barclay called to order at 4:47 pm. Suggested Bd discussion items to end of the agenda. Bruce H thought we needed to talk about grant criteria first. Treasury report moved until Craig arrives.

Consent agenda: Moved to accept—Chuck P; 2nd by Lori Johnson. Motion carries.

Fundraising report: Bruce made comments re: report. Low time for funds coming in—time of year.

Craig Lietha explained March Treasurer's report. A lot of outgoing \$ with grants.

Craig Lietha explained April Treasurer's report. Oversight—on checks written: overdraft on Liberty account. Craig and Bruce H covered from personal accounts until Community Foundation \$ could be transferred. (Then they were reimbursed.) More grants out to the district. Craig explained year to date report. Summary: doing better than last year. Fundraising expenses were higher this year: printing mainly.

Pat Mullen moved to approve; Pat Krueger 2nd. Motion carries.

Bruce Hentges asked if everyone is okay with way that treasurer's report is distributed (electronically.) No one objected. He reminded board of this imp duty.

Debbie Erickson asked if the extra \$3,000 in mailing to Tech alumni base produced any resources/donations. Bruce H: we don't really know but said he doubted if it paid for itself. Maybe in the long run . . . branding, etc.

PR committee decides when to do this kind of effort.

LEAF By-laws. Moved to approve changes: JoAnn. Debbie 2nds. Bruce explained the changes. Motion carries.

Criteria for adopting new events: Bruce read questions for determining projects suggested by Adopt a Classroom committee. JoAnn added process needs to be followed. Brought to the board.

Not require all “yes.” Are Qs 2 and 7 the same? Is there an educational benefit as opposed to academic? Questions for Consideration vs. Criteria.

Adopt a Classroom project: applying the questions—

1. Related to Mission? (support and enhance, build links) Committee felt that it did.
2. Benefit to 742 students? Yes. See comments.
3. Benefit to the endowment? No. Actually cost \$500
4. Does it negatively affect the annual campaign or endowment? Is it a new donor? Did they contribute here and skip the academic fundraiser for example? Bruce said hard to tell. Optimists gave twice. Lions club too.
5. Are there PR/Branding benefits—felt yes. Newspaper article.
6. Does the event negatively affect other LEAF events? Hard to tell. Committee didn’t think so.
7. What impact on academic achievement?

Barclay suggested that when it costs \$500 to produce the activity—that’s not good business. Need to rethink this for next time.

Debbie suggested that #6 read “efforts” instead of events.

Lori suggested that 6 read negatively or positively.

Drop 7 and amend 2.

Amend 4: Could the project negatively affect . . .

#1 and #2 are must haves. In addition, consider the following . . .

Debbie moved to approve as amended. Bruce Mohs 2nd. Motion carried.

What about JoAnn’s suggestion about process? Does it need to be included?

This criteria should be used by Board. It starts with committee.

Add: “This criteria should be part of the decision-making process.”

Debbie moved to approve supporting Adopt a Classroom this year. Pat Mullen 2nd.

Discussion:

Could give people option of supporting less than \$250, then that could go to administrative costs. If leftover funds, get them back toward administrative costs. Questions: are teachers allowed to get funds two years in a row? (Undesignated) Needs a decision yet. Is \$250 a reasonable amount? If we can’t quantify negative affects do we keep #6? Should we look at age groups etc. who received the \$? Bruce H said it made a \$12,000 impact. Chuck suggested we just pay the expenses. Then committee should come back with a budget. Reminder: target was new donors.

Built positive relationships with teachers. They will help seek donors.
One nay. Motions carried.

Board directs committee to make decisions with committee reporting information.

Pat Krueger at 6pm took over minute-taking:

Regarding the discussion of Adopt-A-Classroom allocations: Consensus was that the (allocations) committee should make all distribution decisions when not dictated by the contributor. Board approval will not be necessary.

Executive Director's Report

PAKRAT – the program is moving along well. The Grant Committee will look into possible sources for book replacement funds.

Parade – The PR Committee is managing arrangements and will provide board members with details at the June meeting. Apollo Football players will participate.

Kick-off Luncheon – Tech alum Hon Vicki Landwehr will be the keynote speaker and Bruce Mohs will MC on August 14.

Learning Renaissance – The date is set for this year's event– Oct. 28 at Café Renaissance. The same general format is planned based on public reaction to last year's event. The ticket price will increase to \$75 with a goal of \$15,000 in ticket revenue. Board members will again be asked to help with sales.

Hentges also noted that the new strategic priorities will be listed at the foot of each board meeting agenda.

Board Discussion

Item B – Grant Allocation

Timing: Allocation committee members reported that the timing concerns shared earlier can be traced special circumstances and that the change in dates to facilitate earlier board action should work as planned. No further action or discussion was deemed necessary.

Definitions/Philosophy: Committee members asked that the Board consider a philosophy regarding new vs. reoccurring or continuing projects. They shared some of the questions that have been a part of deliberations. It was decided that the Allocations Committee will hold a special meeting to create a list of matters they feel might be appropriately addressed through board discussion and possible action. Lori Johnson and Joanne Dorsher will convene the meeting prior to the August board meeting.

The meeting adjourned at 6:12.