

LEAF Board of Directors Meeting  
September 17, 2012

Present: Debbie Erickson, Pat Krueger, Joanne Dorsher, Bruce Mohs, Pat Mullen, John Lewis, Gary Strandemo, Bruce Hentges, Janet Reagan, Tom Martin, Rolf Jacobson, Pat Welter, Mark Sakry

Rolf taking Barclay's President duties for today; called meeting to order.

Consent agenda—with exception of Sept Exec Committee meeting minutes--Pat Krueger moved to accept; Pat Mullen 2<sup>nd</sup>. Motion carried.

Tom Martin gave treasurer's report. He commented that Bremer account low—basically just Apollo out of it; everything else flows through Liberty.

- Gary asked if Bruce Hentges thought the direct mail out to grads seemed to be a good ROI. Bruce said it probably didn't cover mailing expenses in return . . .
- Joann asked for clarification on future ticket revenue column. Answer: The loan payment is going away—NOT the ticket revenue.
- Pat Mullen asked if school district could stop that commitment. Bruce H said that it is an action of the school board—could change but doubts that would happen. Question is do we keep giving back 50% after loan payment? Bruce H recommends that we would. That was the intent.

Joann moved to accept Treasurer's Report and Bruce Mohs 2<sup>nd</sup>. Motion carried.

Bruce Hentges reported on Budget and Investment Committee.

Board asked budget committee to align the budget with strategic plan goals:

1. Add \$100,000 in 3 years to endowed funds with Community Foundation.
2. Increase 10% each year the total community impact (how much we are granting back)

Budget brought forward tonight reflects these goals. Had to add a category: Increased

Contributions = \$29,650.

= 13.7 % increase in grants funded through endowment

It speaks to the fact that we need to be more than an endowment-building foundation to increase our impact.

Pat Welter wondered about the “fund the need” at our Academic fundraiser. Answer: it won't count toward the \$100,000, but it does affect impact.

Mark Sakry moved to accept the official budget. Pat Mullen 2<sup>nd</sup>. Motion passed.

Pat Krueger: no report from PR committee. Always busy. Annual Report next.

Bruce H. reported on Development Committee. Focus to come—St. Cloud businesses that have not yet contributed to LEAF. Don Watkins went over donor list for significant amounts. He suggested mailing of 30 names for follow up calls. Pat Welter suggested a sustainer program for middle-income donors. A way to broaden the donor base and elevate it. Bruce H said the request letter this year includes language about “sustaining.” Pat W suggested target a specific demographic here, too. Auto-debit. Tom talked about “crowd funding.” Cheap and efficient. Suggested a different site cheaper than PayPal.

#### Academic Fundraiser Committee:

- Tami reported we are excited. Met with auctioneer. He’s dynamic and knowledgeable. Taught us about funding a need—a new pool of money to donate—for an unnamed grant for example.
- Pat Krueger reported on artists. Added Carol Wickman—fiber artist. Will post photos as the pieces come in. Last year we gave artists \$100 and a table. Perhaps they felt more obligated.
- Please sell your 6 tickets!
- Still looking for items for cork pull as well as silent auction items.
- If you cannot attend, encourage you to buy your tickets and give to someone who will have a good time and spend some money.

#### Grant Writing Committee

Invited to submit proposal to Morgan Family Foundation. Due next week. Expansion of PAKRAT to preschool. (502 students)

We are also in the running for a Bernick’s invitation to be announced in October. Expansion of PAKRAT to preschool.

Question: how much \$ to maintain PAKRAT. Not sure yet . . .

#### Adopt a Classroom

\$8,500 in donations thus far. (34 classrooms) Last year donations came in through October. Adopted 49 classrooms last year. Random drawing for classrooms coming up.

#### Bruce reported on Executive Committee

\$19,005 Tech Golf Outing

\$5,000 directly to Tech Activities

Puts them over the \$25,000—starting in March they receive 5% a year.

#### Academic Awards Event

November 17<sup>th</sup> is the date: Tech musical

Announcement of nominees to come