

LEAF Board of Directors Meeting

May 20, 2013

Barclay called the meeting to order. Bruce Hentges introduced guests, Melanie Jiskra and Mary Dank, grant coordinator and teacher of PAKKRAT.

Began with their presentation. Bruce H. gave history of PAKKRAT in the district. Results of the K-3 program very encouraging. Well worth it and impressive for reporting back to Bernick's.

83,758 books read during course of the program. 88% participation. Go to a PAKKRAT parade!

Consent Agenda: Chuck Provinzino moved to accept. Joanne 2nd. Passed unanimously.

Treasurer's Report: Pat Krueger moved to accept. Janet Reagan 2nd. Tom Martin gave a summary of the March report. Good performance: on return on funds and increased endowment. Gave report on April. April no real income. Adjusted the designation of Executive Director's duties. 70% as fundraising. No questions from the board. Passed unanimously.

LEAF survey report by Pat Krueger. Some of the asks: Is our acronym effective? Understood? Survey of those who are not already LEAF supporters. Will survey donor base later. In this case, NOTS attendees. Ken Schneider, retired SCSU marketing professor helped develop. 245 surveyed responded. We could pay SCSU for a cold calling survey of a demographic area. Board could talk about this in the future. Next step is the donor base. Wait until after that to decide if we do more. Ultimately, the goal is to reach those who do not know about us. Request from PR committee for board to suggest what we want to glean from the survey. Create questions around those key items.

Committee Reports:

- PR—Pat Krueger reported. Survey again. Thank You billboard. FB, Website, varied Powerpoints
- Learning Renaissance—Tami DeLand reported. Jim R at Café Renaissance glad to have us back, but need to confirm date. True Renaissance theme, not just reading. Going to talk to Diane Moellner for needs at the district. June 11th at 8 AM.
- Grant-writing: meeting soon
- Adopt a Classroom: haven't met yet
- Kickoff Luncheon: Tuesday, August 13th at Holiday Inn 11:30 – 1. Looking for an Apollo speaker

Executive Director's Report:

Question from last meeting: are our expenses in keeping with Charities Review Council Standards? 65% - 70% meets their standards. (Provide explanation) Tom Martin ran a report (roughly) using these guidelines to discuss with us. He reported on it, and we are doing fine. Last year's 990 we were at 71%, this year 76%. Combination of spending less and raising more. Judicious about how \$ are spent.

Brings us back to the question of whether we should apply for certification to Charities Review Council. Perhaps makes a difference with large donors. Executive committee brought it back to the board as a new question. Ad hoc committee? Governance committee? It is a process and takes a while—probably a year. Do we want to spend the time to seek it? We already meet many of the standards. What if a small committee explored it further without a commitment? Pat Welter volunteered to do that. Joanne Dorscher will assist.

Bruce Mohs moved to adjourn. Barclay 2nd. Adjourned at 6:15 p.m.