

LEAF Board of Directors

November 18, 2013

Present: Barclay Carrier, Bruce Hentges, Joe Mullen, Debbie Erickson, Pat Krueger, Mike Janey, Bruce Mohs, Tami DeLand, Rolf Jacobson, Joanne Dorsher, Chuck Provinzino, Gary Strandemo, John Lewis, Janet Reagan

Barclay called to order.

Lori Johnson as a guest: Silent Auction for NOTS. Looking for a replacement. Doesn't have to be a board member. Looking at base of who we solicit from. Other companies that are good candidates? Expand our base: Tech alumni, et. al. Feb. 21 & 22.

LEAF Good News:

- Start with mission of the organization (idea from Bruce's conference)
- A letter from Melinda Sanders of Community Foundation, Community Book Reads: A note of thanks and cards recognizing LEAF
- A thank you letter from Barb Wagner for homeless program grant, listing some of the things the grant funded.
- Adoption of two classrooms: from prior year's (returned) funds

Consent agenda (removing last month's minutes of Oct. 21st) For Exec comm mtg minutes and bill paying: Joanne Dorsher moved to approve; Chuck Provinzino 2nd. Motion carries.

Joanne D. moved to approve with corrections and Pat Krueger 2nd.

Corrections to Oct. 21st minutes:

Joanne's name spelled correctly and listed as present.

Error: Salary is \$18,000 with performance bonus rolled in = \$21,000.

Motion carried.

Financial Reporting:

- No Treasurer's Report.
- Bruce Hentges gave fundraising report to date. He sent it out prior to meeting.
Remember: always a snapshot. Note: giving for anniversary fund has exceeded pledges.

Nominating Committee: Chuck Provinzino reported.

Joanne has agreed to come back for another 3 years. Pat Welter has not yet responded. Need at least two more. Help with ideas from board. People who want to serve and help with fundraising. Matrix was sent out. Please return. Word doc form now. Email candidates to Chuck.

Looking for a social media committee. Facebook, Twitter, et. al. Have PR committee come up with a recommendation. Ask Don to do a social content calendar? Post articles that are relevant. Every time a grant goes out, etc. We could take out adds on FB. Could we access Tech alumni list to like us on FB? College intern from SCSU? Even high school student. Or a Marco employee who might want to join us and be a leader?

PR Committee Report: Pat Krueger

- Annual fund drive—different approach: printed piece, distinctive and classy, expanded our list again: Tech alumni. Did everyone receive? Commend Don Farleo—nice job! Some got more than one. Joanne volunteered to take a look at the list to get rid of duplicates. 8,000 parents alone in district—large! Go through before the merge. \$3,000 have come in so far.
- Annual report is next.
- Annual report: will be available for appreciation event.
- Lead from Apollo alums via email.
- We'll add the social media discussion.

Give to the Max site crashed. Pat K. put it out on FB to direct \$ to our website. \$450 came in through that campaign. We did not advertise Give it to the Max.

Development Committee Report: Bruce Hentges reported and sent out minutes. Reviewed current events. Didn't recommend any significant changes in events. Gary Marsden recommended a teacher recognition event that is more significant. (Like Naples, FL) Maybe with Renaissance fundraiser? Looked at corporate sponsors and donors. Development comm. thinks this is an area that can be further developed. Solicit donations beyond 1X event. \$10,000 = named fund.

Budget/Finance Committee: Met on Nov. 13th to review form 990. Tom Martin will take us through it in Dec. Our 76% giving ratio is above the standard. Move fiscal year aligned to calendar rather than school year.

November 30: LEAF Appreciation event at Apollo. Play is Spam-a-Lot. If you can't be there that night, let Bruce know for numbers that night.

NOTS: Feb 21 & 22. Met with directors and have set date for auditions.

Exec Director's Report:

Bruce Hentges spoke to Charity Review Council recommendation to evaluate the board on an annual basis. Save and email back to Bruce.

MN Council of Non-profits Conference:

- Social Media
- Complications of selling something—but can be done well. Profitable. Business relationship
- Boring to Brilliant—the need for testimonials—personal, bold, tell a story, ask, maximize relationships
- Fundraising and grants—Bremer Foundation—important to have all board members as givers. They look at that.

Next Board Meeting: Dec. 16

Other business?

Janet Reagan moved to adjourn and Gary Strandemo 2nd. Motion carried.