

L.E.A.F Board of Directors
Minutes of the Meeting
April 19, 2010
KDV Conference Room

Members present: Barclay Carriar, David Eickhoff, Debbie Erickson, Don Farleo, Rolf Jacobson, Pat Krueger, Craig Lietha, Chris Mcelroy, John Oxton, Mark Sakry, Jill Johnson, Joan Vincent, Ken Voss, Bruce Watkins, Pat Welter, Bruce Hentges
Guests: Bob Feigh

The meeting was called to order by President Barclay Carriar at 5:02pm.

Agenda

The agenda was amended to include a contingency grant request (becoming item 6a) and a report on the LEAF website.

Consent Agenda

1. Approval of minutes of February 15, 2010 Board meeting
2. Approval of February and March Treasurer's Report (Craig Lietha)
 - Action Requested: Approval of Treasure's Report for February
 - Action Requested: Approval of bill payments for February and March
3. Executive Director's Activity Report (included below)
4. Ongoing Campaign and Endowment Report for February and March (attached)

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

Discussion/action items

1. LEAF Allocations Committee Cycle II Grant Recommendations:
Bob Feigh, chair of the Allocations Committee, distributed two reports.
He clarified that recipients have up to a year to expend the funds that are granted for any particular request.
Activities Fund: Sixteen requests were considered and a total of \$8,110 was available to award. Requests were reviewed and explained. There were questions regarding the wrestling mat and gymnastic floor – are these equipment or facilities? Feigh and several committee members confirmed that these requests generated some serious discussion, and that consensus was eventually reached identifying them as equipment. Jacobson moved and Lietha seconded approval of the recommendations. The motion passed unanimously.
Chris Mcelroy called attention to the robotics program, adding that the Apollo team took second in the state, nearly going to nationals.
Academic Fund: Feigh shared that there were many excellent requests, including many more that could be funded if the total amount available was greater. Twenty-six requests were considered for \$12,500 available for funding. The committee is developing rubrics for academic fund applications and may suggest some revisions to

forms to make them more consistent with priorities. Feigh and committee members confirmed that requests that proved stronger were those that tied projects to specific learning strategies or curricular outcomes. Welter moved and Watkins seconded approval of the committee recommendation. Feigh answered questions about the robotics request – different from the activity in that it is a classroom project, and the Cloud 9 STEP – combining homework with a fun activity. The motion passed unanimously.

The committee members all agreed that the response to this first academic granting round was not only plentiful, but impressive in terms of quality. The committee was also commended.

Contingency request: This request has been made after the granting round deadline because it involves a winner selected for national competition. A Tech High School Math League student has been invited to travel to Iowa City, Iowa. Watkins moved and Voss seconded approval of the request in the amount of \$250. This is appropriate and within the guidelines for contingency funding. The motion passed unanimously.

2. Night Of The Stars Financial Report

Bruce Hentges distributed a full report for the 2010 event and reviewed the information. He called attention to the fact that the expenses for this event, though not out of line, were the highest ever. Several factors contributed to that, including printing and postage. Financial goals should be to return \$6000 to schools and \$20,000 to the endowment. We are far from the second, but it is considered a long-term goal that can be achieved. Some recommendations for improvement are:

- Look for a tenant for the online auction site LEAF keeps on a year-round basis.
- Work to increase student ticket sales by offering some creative incentives
- Enhance the online auction

Overall, the NOTS event is as much about organizational recognition within the community as fundraising.

3. Website

Don Farleo reported that he is working to keep the site current and fresh. He reminded members to check it frequently and to feel free to make suggestions and corrections. He called attention to the fact that LEAF can now accept donations online by using the donation page. There is a small fee charged by Paypal, but the ease should inspire response from an ever-increasing demographic. Hentges invited members to try this out.

4. Committee Reports

PR

Pat Krueger distributed a printed report. She called attention to strategic goal plans to produce our first Quarterly Newsletter in May. This will be primarily an electronic publication, but a postcard mailer will also be considered for one or two

mailings per year. The *How to support LEAF* brochure is also in progress. The LEAF Facebook page is up and available – please become a fan if you are a FB participant.

Development

Hentges reported that the committee continues to work on the mailing/donor lists to create a strong database. In conjunction with that, a task force has been exploring methods for managing that information. (Report below)

Grant Writing

Hentges reported that the committee has been discussing strategies, and suggests that requests relating to the academic fund are more likely to achieve results. (That is the nature of funding sources.) Committee members met with district staff to identify some possible projects and Bruce shared a resulting list. LEAF's assistance is appropriate because district staff must spend most of their time on more comprehensive funding, with little time left for the smaller, project specific proposals. Some support for the *PAKRAT* and *Wishlist* programs seems most likely.

Hentges reconfirmed that some assistance will be sought for purchase of a database management program or consultant.

Database Task Force

Hentges provided members with information regarding several options that have been thoroughly considered. He reviewed the pros and cons of two package software programs that have been designed for non-profit fund raising database management, and information about a more homemade system that can be set up using Access. (LEAF has this program as part of our Office suite). Lietha suggested that his company (KDV) might host the database on its server – a proposal that would also provide many advantages.

Considerations are:

- Cost
- Ease of use
- Reliable service

Hentges shared that there is a potential donor who will assist with the initial set-up costs for a reliable system. General consensus was that a proven system would offer the best chance for success and reasonable cost. Sakry offered a motion to put together a funding package, based on donations, grants and operating funds as necessary, to purchase a PC based package. Vincent seconded the motion, which passed unanimously.

Fall Academic Fundraising Event

Debbie Erickson presented information about the committee suggestion for a “*Tast of St. Cloud*” type family event. It would include a back to school theme and feature a variety of booths offering homegrown and area ethnic food samples. The plan

includes partnering with the Central Minnesota Sustainability Project Group and some area food vendors. Intermittent programs might include speakers and performers who are district alums with successful careers, and/or area leaders who can speak to the value of a strongly supported education system. The library is a potential site for a Saturday afternoon event, and a fundraising goal of between \$5000 and \$10,000 would be established. It was suggested that proceeds would be divided between the endowment and immediate granting support. It was also emphasized that active board support, in the form of solicitations and committee assistance, will be necessary to make it successful. Consensus was that the idea is generally good and that the committee should move forward with a goal of providing a more complete plan at the May meeting.

5. Executive Director Report

Bruce Hentges distributed his written report, calling attention to committee reports and fundraising summaries included.

Carriar adjourned the meeting at 6:12

Respectfully submitted,
Pat Krueger
Secretary