

L.E.A.F Board of Directors
Minutes of the Meeting
October 18, 2010
KDV Conference Room

Members present: Barclay Carriar, Tami DeLand, Joanne Dorsher, David Eickhoff, Debbie Erickson, Don Farleo, Rolf Jacobson, Jill Johnson, Pat Krueger, Craig Lietha, John Oxtan, Mark Sakry, Joan Vincent, Pat Welter, Bruce Hentges, Phil Welter

The meeting was called to order by President Barclay Carriar at 4:45pm.

Agenda

Hentges requested that the Ongoing Campaign and Endowment Report for September be removed from the consent agenda in order to facilitate explanation and discussion.

Consent Agenda

- Approval of minutes of September 20, 2010 Board meeting (attached)
- Executive Board meeting minutes of 10/5/10
- LEAF Grants worksheet for 2010-11 (attached)
- Approval of bill payments for September

Sakry moved and Vincent seconded a motion to approve the amended consent agenda. The motions passed unanimously.

Discussion/action items

1. Treasurer's report

- Lietha reviewed printed information pertaining to the first month of the new fiscal year. He called attention to the grant to Tech Theatre connected to the Annual Awards Presentation event, and the whopping .61 interest from Bremer.
- Farleo moved and Eickhoff seconded approval of the report. The motions passed unanimously.
- Hentges provided information about the on-going fundraising summary as distributed. He explained the addition of previous year comparison information as per suggestion of the executive committee. He also noted that we are on a slightly different reporting calendar (midmonth to midmonth) that results in a technical variance. This is the result of some added contributions and market improvements. Consensus was that this reporting practice is helpful for members.
- The good news is that the bottom line is up.

2. Food For Thought – Academic Fundraiser

- A written summary of the event was provided with agenda materials; the total revenue for the event as tallied to date is \$3392.
- The committee will discuss the best way to donate the share designated for the PAKRAT program, perhaps waiting for an additional grant to be added.

- Review of the event emphasized that it was well planned, organized and executed, and that the feedback from all participants was excellent. The venue was well suited, and thanks are due to the custodian who donated half of his day. The food vendors were great – by all accounts everyone ate extremely well.
- Consensus was that the attendance was disappointing. Possible reasons and concerns shared included:
 - The potential for conflict regarding a dual purpose – is this a fundraising or participation event? The difference might be a factor.
 - Were tickets priced too high for the average family? Making it more affordable might increase attendance.
 - A major attraction can make a difference.
 - While marketing was considered good, the planners will look for ways to improve – especially in the way it is marketed to teachers.
 - A date change may be considered.
- An ad hoc committee was purposed to review and consider the future of the event, giving attention to:
 - Defining the target
 - How to make the event unique so that it takes its place in the minds of a potential audience
 - The possibility of a more “adult” event – adding wine and beer to the food tasting, or a fall gala format

This committee will be charged will providing direction by focusing on this event, but also taking a broader look at the full LEAF events calendar. Membership will include the academic fundraiser planning committee members plus others – starting with members of the executive committee. No official action was taken, but consensus was that this is appropriate and supported.

3. Give to the Max Day (give.org)

Hentges reported on the opportunity to participate in this second round of internet giving. This year, a drawing will offer participating organizations a chance to earn \$1000. Drawings will be made each hour including organizations that donors have supported during that hour. Consensus was that LEAF should participate again. An email blast can be designed to encourage supporters to make donations – especially during wee hours.

4. Committee Reports

PR

Pat Krueger reported that the committee is working on the upcoming fund drive, the annual awards event materials and the annual report. These are keeping members busy. The website and newsletter are always on the agenda also.

Grant Writing

Hentges reported for Ken Voss that LEAF has become a finalist for the Bernick’s grant.

Software

Carol Gruba continues to make progress on data entry and information organization. A demonstration will be prepared for board members within the next two months.

5. Executive Director Report

In addition to the written report, Hentges highlighted the following:

MAPS fundraiser

According to Hentges and Jill Johnson, the event was very successful, and will provide approximately \$6500 – much the same as last year. Final totals are due in soon.

Annual Awards Event

The planning committee has selected the honorees for the November 20th event at Tech High School. Hentges shared the list (Farleo shared a proof of the invitation) noting that the recognition for teaching success is in keeping with much community discussion about evaluating outcomes in meaningful ways.

Fall Granting Round

Hentges reported that 31 applications have been received in the amount of \$68,000. Just over \$14,000 is available. Board members are thus reminded that we have our fundraising work cut out for us.

Carriar adjourned the meeting at 5:39

Respectfully submitted,
Pat Krueger
Secretary