

L.E.A.F Board of Directors
Minutes of the Meeting
Monday, April 18, 2011

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

Members present: Barclay Carriar, Tami DeLand, Debbie Erickson, Don Farleo, Marty Heine, Rolf Jacobson, Pat Krueger, John Oxtan, Jim Pehler, Chuck Provinzino, Mark Sakry, Adrece Thighman-Nabe, Ken Voss, John Weitz, Pat Welter, Bruce Hentges, And guest Bob Feigh

Agenda

The Treasurer's report was removed from the agenda due to the absence of Treasurer Lietha

Consent Agenda

- Additions/changes to the agenda
- Approval of minutes of March 21, 2011 Board meeting
- Approval of bill payments for January, February, and March
- Fundraising Report for March

Voss moved and Farleo seconded approval of the consent agenda. The motion passed unanimously.

Discussion/action items

1. Allocations Committee Report

Bob Feigh, Allocations Chair, distributed copies of the written report and recommendations for the spring granting round. He prefaced the report by sharing the excitement of committee members who were able to fund a possible record 89% of requested amounts. A total of \$22,144 (including a contingency request) was granted to a total of 21 academic and extracurricular K-12 programs. Feigh called attention to several items:

- This was the first time regular grants went to the PAKRAT program.
- One academic fund grant was made with a suggestion that it would be more appropriately requested from the activities fund rather and is so noted in a report footnote.

Pehler moved and DeLand seconded approval of the funding recommendations.

- Discussion included an explanation of some of the decisions. When similar requests are handled differently, it is most often done based on the degree of compelling need, true expansion, or start-up as opposed to maintenance.
- Committee members expressed good feelings and optimism about the granting round.

The motion passed unanimously.

Thanks were extended to Bob Feigh for his continued service.

2. Committee reports

Adopt-A Classroom

Deb Erickson distributed a handout outlining information about the purposed program. She stressed that the underlying goals of the program would be to expand community awareness of LEAF and add new supporters to the donor base.

A survey was sent to all district teachers asking for information about personal spending for classroom materials, and about their interest in participating the project. Information received included confirmation of widespread interest and more specifics about what teachers now spend and might do with support. This helped to confirm that \$250 is an appropriate amount to use for the program.

Project procedures were suggested, including

- Donors can consist of single businesses or individuals, or groups of individuals who wish to combine smaller amounts to reach the \$250 required amount.
- Teachers would be asked to complete a request form in August in order to participate.
- A donor solicitation plan, including flyer/pledge card, would be distributed via fall school open houses, LEAF presentations at service clubs, through the area Chamber of Commerce and through a possible target mailing. Don Farleo shared a draft of the flyer/pledge card.

Board members offered thoughts and questions. Those included:

- LEAF must work to assure that funds are distributed broadly throughout the district.
- This project is compatible with current district policy, but the board was reminded that technically such donations are made to the district – not a specific school or classroom, and could legally be diverted.
- This concept does not allow for any matching to fully maximize organization impact – nothing for expansion of the endowment.
- It is important to spend time identifying and targeting new potential donors – most being individuals with school connections (i.e. grandparents) and small businesses. This will appeal to those who specifically are less willing to support an endowment, preferring to see an immediate impact from their donation. This part of the process is extremely important, as it should determine the marketing strategy and potential for success.
- Ultimately, the hope is that new donors will become more familiar with LEAF and turn into longer term supports – willing to help grow the endowment.
- Consideration of a percentage “fee” to support the general fund or endowment might be appropriate. (Group donations would make this practice difficult to employ.)
- The project must be carefully monitored and regularly assessed to assure that it is meeting the expressed growth needs and goals of LEAF, and handled in an equitable manner.
- The best argument for the project is donor support and awareness building.

Sakry moved and Erickson seconded approval of the committee recommendation to move forward with the project.

The motion passed with one dissenting vote.

Academic Fundraising Even

Hentges reported for the committee. Information was distributed regarding an October, wine-tasting/hors d'oeuvres event at the Café Renaissance. The owner is excited about working with LEAF and the facility seems to be well suited to the nature of the event as it is shaping up. Learning Renaissance has been suggested as a theme, and local artists will be asked if creating small tables for a well-touted silent auction would interest them. Several sources for the tables, and some general fund compensation for the artists will be explored. Student entertainment and possible school trivia are also being considered to set the event apart from other, similar area fundraisers.

3. Executive Director's Report

Hentges called attention to the latest fundraising report and reminded members that a primary strategy for growing any non-profit is individual fundraising. In addition to the event, emphasis will be placed on developing major donors and looking at creative approaches to the annual fund drive.

Carriar adjourned the meeting at 5:45

Respectfully submitted,
Pat Krueger
Secretary