

L.E.A.F Board of Directors  
Minutes of the Meeting  
Monday, June 20, 2011

The meeting was called to order by Vice-President Rolf Jacobson at 4:50 pm.

Members present: Tami DeLand, Debbie Erickson, Don Farleo, Rolf Jacobson, Pat Krueger, Craig Lietha, Jim Pehler, Chuck Provinzino, Ken Voss, John Weitz, Pat Welter, Bruce Hentges, Phil Welter

### **Agenda**

There was one discussion item added to the agenda, a grant writing report, and a correction to the minutes, the date for the fall Kick-off was corrected to read August 16.

Consent Agenda:

- Call to Order and Additions to the agenda as amended
- Approval of minutes of May 16, 2011 Board meeting, as corrected
- Approval of bill payments for May
- Fundraising Report for May

Weitz moved and Pehler seconded approval of the consent agenda. The motion passed unanimously.

### **Discussion/action items**

#### **1. Treasurer's Report**

Lietha reviewed the contents of the report as sent to members prior to the meeting. He called attention to the income and expense items. Most of the month's activity was related to the flow-through MAPS income from last year.

Pehler moved and DeLand seconded acceptance of the report as presented. The motion passed unanimously.

#### **2. Committee reports**

##### **Adopt-A Classroom**

Deb Erickson provided updates on promotional activity. LEAF volunteers, including members of the Tech High School football team, will participate in the Granite City Days parade. Board members are invited to join in –wearing green or white shirts and children will be welcomed. Hentges will email specific instructions for line-up. Copies of fliers and pencils that will be distributed were shared.

Hentges announced that about 600 businesses have been identified as prospects for support of this program. These are organizations and individuals that have not provided support for previous projects and are not generally solicited for existing programs. Board members were reminded that they may participate individually as a classroom sponsor.

A mailing to the LEAF donor base was discussed, with some concern being expressed regarding the possibility of too many solicitations when the fall academic

fundraiser and annual fund drive are added. This will be a topic for careful consideration when the committee meets to plan promotional strategies. The initial aim of creating more small community support within each school was revisited. It was further noted that we generally must be sensitive to the need for separate target lists for various solicitations to avoid over-saturation. Opinions varied, some believing that offering several opportunities for support is a better approach while others expressed concern. All agreed that careful monitoring of the upcoming solicitation results and reactions will be important to strategic plans and actions. The PR Committee will work on a recommended approach for this and all fund raising.

### **3. Academic Fundraiser**

Members were reminded that the date for this event is October 16. The cost of tickets has been set at \$60 per person.

The attendance goal is 200.

Approximately 25 artists have been recruited to paint tables, and the tables have been secured and distributed. Enthusiasm is high.

As a marketing strategy, the committee is asking all board members to work to sell six tickets. Each member has been given/sent a list of talking points and some *Save-the-Date* cards to distribute were provided. An effort will be made to coordinate this, so members are asked to let E.D. Hentges know whom they are contacting – to avoid duplicating efforts. This will be handled loosely; as most felt that they can handle the effort informally.

The committee is still working out details for the wine auction, trivia and entertainment.

Table sponsors are being sought, with eleven signed on so far.

Event sponsors are also being sought – according to LEAF policy that requires a minimum of \$500.

### **4. Grant Writing**

Ken Voss reported on a new request being prepared for the Verizon Foundation seeking support for the PACKRAT program. Since child literacy is a priority, the prospects are good.

### **5. Executive Director's Report**

Hentges called attention to upcoming events, including the August 12 Tech Golf tourney and the August 16 Kick-off event.

He also reminded members that LEAF thank-you notes are available.

Discussion then turned to the recommendation from the Exec Committee for a fall planning retreat. It is time to revisit strategic goals. The committee is recommending that this take the place of the regular November meeting, and that four hours be set aside for the process. Board members were asked to suggest possible presenters/facilitators. In addition to a past facilitator who was appreciated, Pat Welter suggested Marty Moran. Consensus was that, given the strong recommendations, he should be approached to determine interest and possible cost. Debbie Erickson knows Mr. Moran personally, so will make the initial inquiry.

Members are asked to email any other suggestions they might come up with to E.D. Hentges.

The Exec committee has also asked that a budget of \$2000 be allocated for this process. Erickson moved and Welter seconded approval of that amount. The motion passed unanimously.

Jacobson adjourned the meeting at 5:41

Respectfully submitted,  
Pat Krueger  
Secretary