

## LEAF Minutes

June 18, 2012

Present: Barclay Carriar, Bruce Hentges, Don Farleo, Pat Krueger, John Lewis, Mike Lafontaine , Joanne Dorsher, Mike Janey, Janet Reagan, Pat Mullen, Tami DeLand, Debbie Erickson, Mark Sakry, Rolf Jacobson, Gary Strandemo, Chuck Provinzino

Strike from Consent Agenda: Strike Bills Paid

Approved Remaining Consent Agenda : Bruce Mohs moved to accept; Pat Krueger 2<sup>nd</sup> Passed.

Treasurer's Report: tabled until August.

Bruce Hentges followed up from Strategic Mtg: Branding and Name Recognition—Is it working?  
Discussion ensued.

A survey was suggested. How? Who? Referred to PR committee.

Question: Do we need something (logo) in the meantime? Or will it seem like we are flip-flopping?

Agreed to keep current logo for now but bold the name. Mark Sakry so moved. Mike Janey 2<sup>nd</sup>. Passed.

Perhaps a focus group for a new logo for key people. PR develop a process for this.

Resume discussion after PR meets on this.

Sub-committee reports:

PR—Pat K

- Electronic newsletter for a year; talked about a postcard as well for broader reach. More awareness and community support. Goal: done by Aug 1 and Mailed Sept 1. Summary of grants, PAKRAT, and Bill Mund profile, photos of NOTS.

Parade: Apollo football team will walk; board members encouraged to walk—with children. Wear green t-shirt if you walk. G-10 at SCTCC parking lot. June 23<sup>rd</sup> 9:30 AM

- Help promote Adopt a Classroom and Academic fundraiser
- Press release on monthly basis
- Annual fund drive: early November but after elections
- Annual report coming up
- Website and FB continuous

Development—Barclay

- Minutes in your packet
- Focusing on fall campaign and levels of giving

Academic fundraiser—at Renaissance October 28--Tami

- Save the Date card will be going out; review the list and get names and contact info to Bruce
- Paramount ticket service
- Quite a few artists participating

- Working on auction items

Grant-Writing—Janet

- Morgan Family Foundation
- Bernicks
- Looking for \$27,000

Adopt a Classroom—Debbie

- Contacting PTA Presidents to get in their newsletters
- Checking with district on how much is in the fund leftover from last year—remaining funds could go to printing costs, etc

Executive Committee—Bruce Hentges

- Craig Leitha not able to attend or do the treasurer's report. He has asked us to find another treasurer. He will help with the transition. He may have a lead through him at KDV.

Luncheon is set. All is good. Tuesday, August 14<sup>th</sup>. Holiday Inn.

No July meeting.

Rolf moved to adjourn. Don 2<sup>nd</sup>.