

## LEAF Board of Directors Meeting

Monday, January 16, 2017

### Meeting Minutes

The LEAF board of directors met at KDV on Monday, January 16. Those in attendance included Marty Heine, Patrick Kruchten, Janet Reagan, Elizabeth Reisinger, Pat Welter, Patrick Mullen, Jim Michaud, Mike Janey, Bruce Mohs, Tim Beck, Joanne Dorsher, Laura Pfannenstien and Bruce Hentges. Guests were Mark Bragelman, President & CEO of Liberty Savings Bank and Robin Gohman, Senior Vice President of Liberty.

### Liberty Block Party

- A. After introductions, Mark Bragelman and Robin Gohman discussed Liberty Bank's proposed partnership with LEAF for the 2017 Liberty Block Party on June 23. This will be the 29<sup>th</sup> year that Liberty has sponsored the "Block Party" and their trustees have decided to make an offer that LEAF cannot refuse! The Liberty plan includes the following:
  - a) Liberty will "guarantee" \$10,000 to LEAF, with the possibility that the event could raise significantly more. Liberty will be "solely and wholly" funding the event.
  - b) Liberty will be responsible for all marketing and design and will provide a "LEAF Café" booth run by Von Hansen's Meats workers. All profits from sales at this booth will return to LEAF. There will be Liberty/LEAF Partnership banners in conspicuous places at the event.
  - c) Liberty will have T-shirts printed to be sold at the event. All proceeds from T-shirt sales will be given to LEAF.
  - d) **LEAF's only real expectation** will be to provide sellers for the T-shirt table. Hopefully, we will have a 100% turnout of board members.
- B. Mark and Robin emphasized that the Liberty Board of Trustees was very supportive of the idea and hoped to help build not just a partnership with LEAF, but support for District 742 public schools.
- C. Board members gave Mark and Robin sincere thanks and expressed our appreciation and excitement at the Partnership agreement.

### LEAF Good News/Thank You

Bruce was out of the room during this part, but here's what he would have reported:

- A. Pat Krueger and Janet Reagan wrote a great "Your Turn" article for the *St. Cloud Times* which appeared on Christmas Day. Their topic was Homeless Students in District 742 and LEAF's efforts to support these students. Thanks Janet and Pat!
- B. Joanne Dorsher, Pat Krueger, Heidi Everrett, Elizabeth Reisinger and Bruce Hentges represented LEAF at the *1<sup>st</sup> District 742 Education Expo on Saturday, January 7*. LEAF had a booth and the PAKRAT bus at the event. While the booth had a number of visitors, the PAKRAT bus was crowded throughout the 3 hour event!
- C. 2017 is off to a good start! The LEAF Homeless Student Services Fund recently received an anonymous \$10,000 gift, the Chinese Immersion Fund recently received a \$5,500 gift and today, the Kiwanis Club presented Bruce with a \$2,000 gift in support of the PAKRAT Program! Over \$22,000 has been collected in the month of January!
- D. Night of the Stars Auditions are this Wednesday and Thursday.

### Consent Agenda

- A. Approval of minutes of December 19 Board meeting
- B. Approval of bill payments for December, 2016
- C. **Action Requested:** Approval of the Consent Agenda
- D. **Motion by Mike Janey and second by Jim Michaud to approve the Consent Agenda.** Unanimous approval. (Note, there were no minutes from the January 10 executive committee meeting since we lacked a quorum and mostly discussed the Feb. 20 Annual Meeting Agenda).

### Strategic Plan Discussion

Joanne led the board in a strategic plan discussion specifically dealing with who are we not reaching and how to we get them engaged with LEAF? Bruce mentioned the example of the Retired Educators as a good example of where we have identified a group and developed an effective plan to connect them to LEAF. The result has been that a Retired Educators

Legacy Fund with over \$34,000 has been built over the past six years. Other ideas that were presented and/or discussed included:

- A. Staff pay-roll deduction. There are currently only 3 staff members taking part in this opportunity and contributing \$34 per month. It was suggested that we continue to market this opportunity and show how the total amount grows from year to year. It got a very late approval this year and we anticipate it will grow over the years ahead.
- B. Bookmarks. Joanne mentioned the idea of making LEAF book marks to give away. A LEAF message would be included on the bookmarks. For example, reminding staff of the payroll deduction option.
- C. Young People. Much discussion regarding how to bring young graduates to LEAF. Ideas included:
  - Doing something at graduation
  - Effective use of Social Media
  - LEAF event/gathering for college students who are home over the Holidays.
  - When the new school opens, perhaps conduct tours.
  - Ads: We currently place ads in many athletic programs. Focus the ads to show how much LEAF has given back to District 742 and with an “ask” to contribute.
- D. Tech Centennial Celebration in July. There was discussion about what we had decided at the November meeting regarding financial support for this event. Bruce Mohs explained that it was his understanding that the PR committee was to work with him to establish an effective marketing plan for LEAF at this event, leading to a \$1,000 LEAF commitment of support for the event. After checking November board minutes, it was clear that the LEAF PR committee is to meet and discuss what would be an effective plan to implement, and then the PR committee should make a recommendation to the board of directors. This topic will be on the next PR committee agenda.
- E. Go-Fund-Me Campaign. This led to a discussion of the match that LEAF is being offered to raise funds for the Homeless Student Services Fund. The discussion centered around the pros/cons of doing such a fundraiser for the Homeless Fund and some expressed concerns about “Reputation Management” as it relates to new donors identifying LEAF’s mission as “homeless students”. Such fundraising efforts have in the past resulted in increased donations to LEAF and a growing LEAF impact on education in District 742; however, the board of directors felt that we needed to give more thought to the best way to proceed with this match. The topic will be referred to the LEAF PR committee and executive committee once the details of the proposal are known more clearly.
- F. Liberty Block Party. Spend some time planning a marketing strategy for the Block Party.

### Financial Reports:

- A. December Fundraising Report: Bruce provided an updated December fundraising report. There was some discussion about the decline in direct support for the endowment over the past couple of years, while support for “flow-through” projects has increased. Bruce pointed out that we currently grant only about 1/3 of all our funding support through our endowment fund. Two-thirds comes from other programs like the Homeless Fund, PAKRAT, Immersion and Adopt a Classroom. **Keep in mind; however, that we are currently funding the most that we ever have through our endowment, as the fund has grown to over \$1 million – it’s just that the flow-through projects have grown more rapidly than our endowment funding ability.**
- B. Treasurer’s Report: Tim Beck reviewed the Profit & Loss Statement for December as well as the Balance Sheet. He pointed out the *Reconciliation Form* that he has developed and that he and Bruce have used to reconcile revenue/expenditures from the November Learning Renaissance. They will be using this form to reconcile all future “Earned Income” Events.
  - Profit and Loss Statement
  - Balance Sheet
  - 2017 Budget Update/Reconciliation Form
  - **Motion by Bruce Mohs, second by Mike Janey to approve the Treasurer’s Report. Approved unanimously.**

### Annual Meeting

Joanne and Bruce reviewed plans for the Annual Meeting as follows:

- A. Date: Monday, February 20, 2017 from 5:00 – 7:00 p.m.
- B. Place: St. Cloud Country Club
- C. The board reviewed the agenda for the meeting

- D. Award winners: Lifetime Service: **Don Farleo**; Charitable Giving: **St Cloud Rotary Club and Jim Rahkshani, Café Renaissance**; Instructional Excellence: **Willie Jett, Superintendent of Schools**
- E. **IMPORTANT NOTE**: PLEASE RSVP AS SOON AS POSSIBLE TO BRUCE HENTGES REGARDING YOUR ATTENDANCE AT THIS EVENT. We hope all board members **and** their spouses will be able to attend. There is no charge for the event. A dinner of hot hors d'oeuvres will be provided.

### **By-Laws**

The board conducted the 2<sup>nd</sup> Reading for an update of our LEAF By-Laws. There were no questions.

- A. **Motion by Janet Reagan and second by Elizabeth Reisinger to approve By-Laws update. Motion passed unanimously.**

### **Nominations Committee Report**

The LEAF nominations committee has submitted the following names for consideration at the Annual Meeting election Officers:

- A. President: **Elizabeth Reisinger**  
Vice President: **Janet Reagan**  
Secretary: **Pat Krueger**  
Treasurer: **Tim Beck**
- B. Other Nominees? If others would like to be considered for these officer positions, or if someone would like to nominate another board members, please contact Bruce Hentges. The election will take place as part of our Annual Meeting on February 20.

### **Night of the Stars Update:**

Bruce reported that Auditions for the Night of the Stars are this Wednesday at Apollo and Thursday at Tech. Please mark Friday, February 24 and Saturday, February 25 on your Calendar!

### **Upcoming Events**

Annual Meeting: Monday, February 20 at 5:00 at St. Cloud Country Club (Please RSVP ASAP)  
2017 Night of the Stars! Friday, February 24 and Saturday, February 25, 2017

**Next meeting: Monday, February 20, 2017 – 5:00-7:00 at the St. Cloud Country Club**

Submitted by Bruce Hentges