

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for August 3, 2020**

Members Present: Jeff Zellner, DJ Wolbert, Steve Prange, Dan Macaulay, Erin Vermeulen, Kristin Grim, Judy Henry, Valerie Creitz, Jayson Boushell, Steve Feinour

Guests: Dan Metzger, Jill Krahwinkel, Michael Perinotti, LeAnn Stitzel

DJ called the meeting to order 7:00 pm and requested any changes to the meeting agenda.

Approval of Agenda: Jeff motioned to approve; Tim seconded – the motion carried.

Approval of the Minutes: Erin motioned to approve; Judy seconded – the motion carried.

COMMUNICATIONS

Our insurance bill was received and is consistent with the former year. The total for insurance is just over \$2000.

Jayson motioned to approve; Tim seconded – the motion carried.

Steve also recommended using The Bottom Line again for the tax documents for the years.

Steve Feinour abstained. Jayson motioned to approve the recommendation; Val seconded – the motion carried.

TREASURER: Steve shared the financial report for June.

June Income included sponsors, general donations, and senior signs, while expenses included credit card fees and the plaques.

Cash balance at the end of the fiscal year was \$102,529.00, with \$12,000 restricted funds committed to EITC programs for net assets of \$90,529.00.

The second report was for July which included \$6,110 for the golf tournament, additional sponsorships of \$1,000 and general donations of \$957.74. Credit card fees totaled \$83.02 so the cash balance at the end of the month was \$110,526.12.

Steve recommended raising our cash balance target to allow for approximately 2 years of expenses as we had previously discussed reducing the cash balance to 50-60K. We can consider raising that accordingly after discussing the potential employee position. A formal recommendation will be made at the next meeting.

COMMITTEE REPORTS

Governance: DJ introduced three applicants for the NWLEF Board – Michael Perinotti, Jill Krahwinkle and Dan Metzger. Each took a few moments to introduce themselves to the board and the board then introduced themselves to the applicants.

Val motioned to approve all applicants; Judy seconded – the motion carried.

DJ also reviewed the board member responsibilities which he recently developed and circulated.

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Additionally, we discussed the bylaws which had been submitted to include revisions at the June board meeting in anticipation of the potential DD position. We will vote to approve them at the next board meeting following the offer and acceptance of the DD position.

Allocations/EITC: Dan and Steve will discuss the \$12,000 restricted EITC funds reported on the financial report as Dan believes this has been distributed. They will report back to the board at the upcoming meeting.

Dan shared that the state has provided some deadlines have been extended to accommodate the current situation. No new funds were received or project approvals.

In April, the board had voted to approve allocations that ultimately were not funded due to the school closure given the district was not able to use or receive the goods funded.

The administration has shared with the board two projects or needs for the upcoming school year given the challenges:

1. Cameras for each teaching classroom to provide the opportunity to stream class online. \$9,7000
2. Software provided by the CLIU - The district did not request the full amount. \$80K

LeAnn elaborated that these financial investments would allow the district to pivot more easily between different learning models required as the district adapts to/from online, in-person, or hybrid learning. Whether the NWLEF funds these initiatives in anyway the district will need to address this at the upcoming school board meeting as they believe it is essential to the success of the new year.

Kristin shared that East Penn utilizes PAOLA software as well. 90% percent of courses, K-12 will be available via the software.

Val motioned to approve \$45K to the district for the purchase of the cameras and to contribute to the purchase of the software with unrestricted or restricted funds; Tim seconded – the motion carried.

Dan will investigate opportunity to include either in EITC approved programs.

Alumni: No updates. DJ continues to reach out to Charlene for updates.

Fund Development:

- Golf Tournament – Then event is this Friday. We have hand sanitizer and tee sets for each registrant funded by a sponsor. Several contests will be held during the event.
- Sponsorship – Jeff confirmed we received a sponsorship for Highmark, M&S Hardware and the Krysta Hankee Foundation. Val sent an email communication to potential sponsors and previous sponsors in late July and Curran and Jeff are following up regularly. After this week they will transition the messaging to the Clay Shoot and the initiatives we are funding and the support the district needs in the new year.
- Giving Campaign – The board will be discussing this with the administration in the upcoming weeks.
- Clay Shoot – Pricing structure will stay the same and we can begin promoting it. DJ will investigate a potential cap on participation.

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Governance:

- Board Applicant – Curran Devers was present for the board meeting and DJ briefly reviewed the application and reminded the board of the application which was sent. Val motioned to approved Curran as a board member, Judy seconded – motion carried. No objections.
- Board Resignations – Resignations for Tina Talago, Eric Andreus and Dan Willis were received and heard. Kristin shared plaques made for each member resigning. Jayson motioned to approved acceptance of the resignations, Erin seconded – the motion carried.
- Bylaws -

PR:

Val presented the marketing budget for the new fiscal year:

Residential EDDM	\$0.00	
Business EDDM	\$0.00	
Flyers/Inserts	\$450.00	
Business Cards	\$40.00	
Press Ad & Graduation Edition	\$2,000.00	
FB Ads	\$1,500.00	
Tchotchkes	\$500.00	Magnets K-5 and teachers/assistants
Sponsorship Prints/Copies/Reports	\$860.00	
Design	\$600.00	
Website	\$150.00	
	\$6,400.00	

Judy motioned to approve the budget, Erin seconded – the motion carried.

OLD BUSINESS:

- Development Director – The committee presented on the potential Development Director position including financials, estimated costs, benefits, projected impact, and the status of the recruitment for the position. Additionally, they reviewed payroll services they considered, the timeline and status of the initiative. The committee is ready to make an offer to Amy Kinnon, and they reviewed her as a match for the position.

Jayson motioned to approve making a job offer and the accompanied position expenses; Val seconded – the motion carried.

- Donor Software – Jayson investigated donor software solutions including feedback from other foundations and recommended Bloomerang. He shared several benefits of the software including platform and access, task management, donor and contact management, etc. The package included nonprofit professional education and can be consolidated with event and email communications. They also work with Donor Search to target donors in the area for potential sponsorship. The all inclusive first year quote is \$1776.20 and we would expect the same cost the following years as it is determined by the number of contacts and the amount of funds raised.

Dan motioned to approve the purchase of Bloomerang, Tim seconded – the motion carried.

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NEW BUSINESS:

- The annual sponsor event was discussed as it pertains to the Fall and feasibility as well as who would coordinate the event. We agreed to table the discussion for now to discuss this later with the new employee and discuss it as a board later.
- The suggestion was made to host a brief virtual call to introduce the DD and review the school board meeting progress about the funded projects.

Jayson motioned to adjourn at 9:15; Erin seconded – the motion carried.