

**Northwestern Lehigh Educational Foundation**  
**Meeting of the Board of Directors**  
**Minutes for December 9, 2019**

Members Present: Eric Andreus, Jeff Zellner, DJ Wolbert, Tim Lebrecht, Tina Talago, Steve Prange, Meredith Prange, Dan Macaulay, Erin Vermeulen

DJ called the meeting to order 7:37 pm and requested any changes to the meeting agenda.

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

Approval of the Minutes: Tina motioned to approve; Jeff seconded – the motion carried.

## **COMMUNICATIONS**

We've haven't had much mail lately; but we seem to be receiving mail for Bill Dellicker. DJ is wondering if our mail is going to someone else.

We received the Times News and Lehigh Valley Press advertising rates for 2020; given to Marketing committee.

**Treasurer:** Steve reviewed the Oct-Nov report with the board which include income & expenses for the Clay Shoot as well as 17 senior signs, 14 stadium seats and 3 umbrellas. We received general donations from United Way (\$1740.00), School District Employee Giving (\$615), donations in memory of Beth Harwick (\$2490), Amazon Smile (\$50), Aetna (\$203), and Scott Crocco and match from Air Products. General donations of \$8,8103.85 and \$111,000 in restricted donations. The cash balance was \$227,825.52 less committed allocations of \$88,8000 for a net asset of \$137,025.52.

Bills for payment: Auditor 990s and financial statement bill in the amount of \$995.00, Northwestern Press \$63.18 and Parkland Press (Steve will follow up with Val re: Parkland Press statement). Meredith motioned to approve; Tina seconded; the motion carried.

Steve will issue a \$25 reimbursement to Valerie for Facebook advertising but this does not need a vote because it was previously approved in the marketing budget.

## **COMMITTEE REPORTS**

**Allocations/EITC:** Dan distributed a copy of the Allocation committee distribution plan and asked that everyone spend some time reviewing it. The concept was to keep in line with the marketing plan and provide a definition with what we're providing money for.

Dan received \$116,000 for EITC thus far this year including New Tripoli Bank, Neffs National Bank, Waste Management, and Weis. Insulation Corps and Embassy Bank haven't come in yet. The committee is recommending \$108,484.55 of EITC funds for distribution to complete the following projects:

- \$42,500 High School Broadcasting Studio
- \$3,516 Middle School Broadcasting Studio
- \$41,463.75 Middle School Promethean Boards
- \$17,652.80 Elementary School Promethean Boards
- \$1,400 Middle School Makerspace Request
- \$1,952 High School Model-Based Inquiry

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Our goal for the allocation of funds is to spend restricted (EITC) funds prior to using unrestricted funds. Dan motioned to approve \$108,484.55 of EITC funds for the needs above, Steve Prange seconded - motion carried.

The committee is recommending distribution of supporting economically disadvantaged students in music (\$15,680), Northwestern Lehigh Artist in Resident (\$4,515), and Mini-grants round 1 (\$9,395). The supporting economically disadvantaged students in music program would allow the school to partner with an instrument provider to purchase instruments for students who meet certain criteria due to economic challenges. Tina motioned to approve \$29,590 unrestricted funds for the needs noted above, Tim seconded - motion carried.

**Alumni:** No updates

**Fund Development:**

Clay Shoot preliminary numbers show we are \$1263 ahead of our total last year with an anticipated profit of around \$9600. There are some issues with Lehigh Valley Sporting Clays and the contract that will need to be addressed prior to confirming next year's event which includes the event room usage fee and exclusive use fee for the course. Our participants did spend less on the games and fun raffle this year; something to keep in mind moving forward. Overall, it was a good event; people enjoyed the food and the event itself. Some feedback to consider for next year: Can we be more specific about what to expect once they arrive by including a breakdown of potential extra costs once they arrive on site on the website and in registration confirmation email, do we consider adding the carts to the cost of registration? There was a recommendation to send a thank you email to all those who participated with an event/impact recap and save the date for next year. Tina has a draft she can share with the marketing committee.

Dan motioned to approve the following bills: reimbursement of \$224.65 to Meredith for giftcards and trophies, \$3527.50 for final payment to LV Sporting Clays, and \$280 to Olde Homestead for breakfast, Tina seconded - motion carried.

**To date, 17 senior signs have been ordered.**

**There is no winter event, but Jeff will work with Bear Creek again to get us a night during their winter partnership night out dates.**

**DJ provided the yearly fundraiser summary for review. Overall, it has been a good year fiscally and on the calendar year. DJ will update the sheet with the latest changes and a copy can be found on the Google Drive.**

**Governance:** No updates

**PR:** The committee is working on the marketing calendar and focusing on efforts related to sponsorship marketing and general awareness including the direct mail pieces. We anticipate having the calendar and direct mail designs for everyone's review by the end of the month or early in January.

Thanks again to LeAnn for coordinating photoshoots in each district school. We now have a wealth of images to utilize in the coming years.

Erin shared the outreach to Penn Sports Radio as a potential outlet to advertise and promote the foundation to the local community. They are a local sports radio station that covers just about all of the high school sporting events. Pricing and sample commercial will be reviewed by the marketing committee and then shared with the board.

Just a reminder to connect with the foundation on social platforms, subscribe for updates and share our content. Help us spread the word!

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**Old Business:** The Sponsor Event was a success and attendance was up a bit from last year. Eric believes the key is to personally reach out to sponsors and encourage them to come. The overall feedback was good; people like that they can come and socialize, learn about the foundation and that it's low key. It is a relatively low cost event that we all feel has an impact. There was a date conflict with the school board meeting this year; next year we will be mindful not to schedule the same date as we feel administration presence is crucial.

**New Business:**

Dan brought up Google Drive access for committee members who are not Board Members. Is this something we can provide to them even if it's limited access. DJ asked that the governance committee to follow up on this.

Jeff motioned to approve the Board Meeting Dates for 2020, Tim seconded - motion carried.

February 3

April 6

June 1

August 3

October 5

December 7

Tim motioned to adjourn at 8:45; Jeff seconded – the motion carried.