

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

Members Present: Jeff Zellner, DJ Wolbert, Tim Lebrecht, Tina Talago, Steve Prange, Meredith Prange, Dan Macaulay, Erin Vermeulen, Kristin Grim, Judy Henry, Valerie Creitz

Guests: LeAnn Stitzel

DJ called the meeting to order 7:05 pm and requested any changes to the meeting agenda.

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

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

COMMUNICATIONS

We've a thank you letter from a teacher in Weisenberg Elementary as well as a thank you from Pat Browne.

Annual School Foundation Conference on March 2-4 – the invite was shared with the board for anyone interested.

Meredith announced her intention to leave the Foundation at least for the immediate future. DJ thanked her for 5 years of volunteering

TREASURER: Steve shared the financial report for 7/1/2019-6/30/2020.

Net fundraising included the final expenses from the Sporting Clay Shoot and income from the sale of three senior signs. Along with general donations of \$1800.58 the total income was -\$2,151.53.

Professional fees including the tax return, the annual Press ad and design fees under the previously approved marketing budget made up the total expenses.

Allocations total \$138,074.55 and leave the Foundation with a cash balance of \$84,499.53.

COMMITTEE REPORTS

Allocations/EITC: Dan reminded the board of an electronic vote that was taken in January to fund Ryan's Story event. The vote passed unanimously. He also shared there is a presentation February 19 for each of the district schools and then ultimately a parent/public presentation in the evening. Mrs. Madouse asked how we would like to be recognized for sponsoring the event. We agreed we are not opposed to being recognized as a sponsor.

Dan just received approval for the Foundation as an EITC recipient for 2020. We will need to renew for the next year.

The teacher mini-grant round 2 will close at the end of February and at the upcoming meeting the committee will bring recommendations for funding.

Alumni: No updates.

Fund Development:

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Sponsorship - Jeff has stepped up to take on the sponsorship drive and lead the endeavor. Meredith will transition the role and its details to Jeff in the coming week and they will coordinate with Val/marketing. Meredith recapped that last year we had increased sponsorship by \$4,500.

Bear Creek – Jeff reached out to Bear Creek regarding the Bear Creek Gives Back night without luck. They had already completed sign up but we are already pursuing an invite/inclusion for next year.

Senior Signs - To date, 20 senior signs have been ordered. Val shared that we are currently experiencing issues with Google Chrome and the website PayPal buttons. She is working to resolve this but, in the interim, has posted that another browser will need to be used.

PayPal – DJ requested Steve issue him an account in the coming weeks.

5K – Jayson was not in attendance, but he is planning the event for May 23. He shared that he is still working to confirm lunch from Chick-fil-A and had heard some concerns about the 9:30 start. Jayson will be working with Val on the flyers and marketing of the event. DJ also shared that Jayson is looking for an event co-chair and he asked anyone interested to see him about the opportunity.

Governance: No updates.

PR: The committee is working on finalizing the direct mail pieces approved in the annual marketing budget. Val passed around the residential EDDM and the business DM for feedback. Both pieces include a landing page with specific messaging and calls to action. Val will also share these digitally after the meeting.

The Facebook campaigns have launched for general branding and sponsorship. The next and current projects include ordering tchotchkes, event flyers and the sponsorship drive.

Erin shared the Penn Sports Radio package options that ranged from \$2000-\$800. They shared a commercial they have started for us. DJ asked for a motion to approve the Bronze level sponsorship, Jeff seconded – the motion carried.

OLD BUSINESS:

DJ attended the January school board meeting and shared that a lot of discussion surrounded redistricting and the budget. A lot of great things were shared and discussed regarding the Foundation as well. LeAnn reminded the board the meetings are recorded and archived for listening.

The fundraising calendar on the Drive file is a PDF. DJ asked for assistance getting that updated and the excel file posted.

NEW BUSINESS:

- The Annual Planning Session was discussed for March 7 or 14. Most of the board is available on March 14 so that is tentatively planned for 8am-noon.
- The officers have begun discussions surrounding hiring an executive/program director. In order to develop our sponsorship base even further and advance funding to the school this role is becoming more and more vital. Much of the upcoming planning session will surround this topic. Considering expectations for duties/roles, how they are successful or not, potential cost, etc. are all up for discussion. DJ will be sharing some samples after the meeting to help the Foundation begin thinking about this so that we can all come prepared to the planning session.

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- As a foundation we are seeking a new board member to fill the new vacancy.
- We requested a bi-annual administration meeting following our planning session. LeAnn will work on coordinating that.
- LeAnn will investigate a “show and tell” opportunity for the boards April meeting. Location TBD.
- Kindergarten registration is March 4 and 5 at Weisenberg. If anyone is available to attend it will begin at 8am and go until 3pm. Judy will send out a sign up.
- Reminder that Ryan’s Story presentation will be held on February 19 at 7pm.

Erin motioned to adjourn at 8:15; Judy seconded – the motion carried.