



LGA Board of Directors Meeting

March 13, 2019

110 W. Grant, Community Room

Board Members Present – Richard Anderson, Pat Davies, Lee Frelich, Linda Luksan, Karen Lund-Brust, Mary Maier, Laura Mattson, Claire Selkurt

Guest Present – Connie Nowacki, Loring Green West resident

Call to Order – Claire called the meeting to order at 5:00 PM.

Last Meeting's Minutes (Claire) – It was **MOVED** and **SECONDED** that the minutes of the February 2019 meeting be approved. Motion **CARRIED**.

Financial Report (Richard) – We will be reviewing financials on a quarterly basis this year.

Thank-you Reception Recap (Karen) – It was a very nice event, although turnout was fairly light. Ideas for next year to boost attendance are to 1) move the event to April or May, when snowbirds have returned and the weather is warmer; 2) expand the invitation to all area residents; and 3) request RSVPs, which will also help with the food count.

Committee Reports –

Communications (Laura) – Last year Laura picked up and transported coffee and baked goods for Saturday gardening days, which was cumbersome for her and cost about \$80 per month, including delivery fees (roughly \$4 per volunteer). It was well received by volunteers when someone wheeled a trolley to deliver the refreshments to them, rather than having the refreshments staged centrally. At a minimum, we want to continue to provide water this year. It would be helpful to have someone designated for each gardening day to handle refreshment procurement and distribution; we'll discuss again next month. The handout listing gardening dates will **NOT** mention refreshments.

Laura asked fellow board members to capture images that signal the arrival of spring. We also need photos that show mixed-age groups of the volunteers who participate in our various events.

Linda has compiled the 2018 Annual Report draft; three outstanding items remain:

1. Events Committee report (Karen)
2. Financial graphs and year-end donor info (Richard/CPA)
3. Volunteer hours (Karen and Gillian)

Events (Karen) – The committee is ready to tackle planning for Oktoberfest, and proposes we host it in September with a similar potluck setup to previous years. Karen will discuss co-hosting options with the Hyatt Regency Hotel and with Lakes & Legends Brewing Company. Claire is checking into music and dance groups. The committee will check on what permits are required for amplified sound and/or beer sales. Karen is seeking additional volunteers to help the Events Committee organize the event.

Executive (Claire) – The committee discussed Pat's proposal to hire a contract employee to administer this year's fundraising campaign, at a cost of \$5,000. The committee prefers to continue to use volunteers to write the fundraising letters, record donations and send acknowledgments. Sending the letters to "Loring Greenway Neighbors" via the Do-Good mailing service, rather than with personalized labels and first-class postage, will

realize significant savings on postage. Pat made a strong case for maintaining a personal touch in our solicitations. To that end, we will:

- use a brightly colored envelope, perhaps adding a message on the outside that encourages the recipient to "support the beautiful Loring Greenway,"
- supplement the postal mailing with an email to our donor and volunteer database, and
- employ personal outreach and follow-up by Building Representatives.

Richard will double-check that the mailing list that Do-Good uses adequately covers all the buildings along the Loring Greenway; if not, we can revert to personalized mailing labels and an "envelope-stuffing party" for Building Representatives. The preferred mailing date is in early- to mid-April. The board will evaluate how donations are affected by this year's effort to help determine next year's approach.

Fundraising (Richard) – Laura and Richard have volunteered to co-lead the fundraising effort this year in Pat's place. Pat has rich experience that she will continue to lend the committee as a Building Representative.

Gardening (Mary) – Becca has almost completed all plant orders for the season. The next committee meeting is April 8. Target Corporation volunteers will help with gardening tasks the day before the Saturday gardening day in mid-May.

Committee Assignments (Claire) – The following is the updated list of this year's committees and the board members serving on them (**chairpersons noted in bold**):

Communications	Laura , Linda, Merry, Pat
Events	Karen , Claire, Gillian, Richard
Executive	Claire, Linda, Nick , Richard
Fundraising	Claire, John, Laura , Margy, Mary Alyce, Nick, Pat, Richard
Gardening	Claire, Lee, Mary , Mary Alyce, Nick, Richard
Infrastructure	John , Laura, Linda, Margy, Mary, Merry, Pat, Richard

Adjournment – 6:15 PM

Next Board Meeting – Wednesday, April 10, 5:00 PM, 110 W. Grant, Community Room