

**Northwestern Lehigh Educational Foundation  
Meeting of the Board of Directors  
Minutes for December 7 2015**

Clare called the meeting to order **7:30** pm and requested any changes to the meeting agenda. No changes were made.

**Members Present:** Clare Coupe Scott, DJ Wolbert Judy Henry, Tim LeBrecht, Tina Talago, Jayson Boushell, Steve Prange, Meredith Prange, Val Creitz,

\*\*\*please remember to sign in\*\*\*

**Guests Present:**

**Approval of the Minutes:** Judy motioned to approve the minutes - DJ seconded – the motion carried

**Communications:** nothing to report

**Report of the Treasurer:** One bill to pay for the accountant for the tax return preparation \$1,000 . Clare motioned – Jud seconded – motion carried. The net for the month for the clay shoot was -\$395.08 but overall the event raised more than \$1,559.92. General income from Amazon Smile and United Way. Login to your Amazon acct and look up the school under the Amazon Smile program. Smile.Amazon.com. Suggestion was made to promote these programs. \$25,000 for the Makerspace allocation. \$2,200 for teacher mini grants - \$2000 from Lincoln Learning. Net assets \$71,964.66 which is good because it is close to our target of \$70,000. Motion by Jayson to approve – Tim seconded – motion carried.

Clare questioned whether The Press was paid yet, Steve confirmed it hadn't been yet, we suspect the bill is in the mail box.

**COMMITTEE REPORTS**

**Fund Development:** Year in review provided by DJ. Calendar year we net a little over \$16,000 and for the upcoming 15-16 year we've already brought in around \$10,000. DJ went back and double checked all events and how they allocated. Noted some changes year to year – sponsorship changes were a tremendous success, expenses also declined but registrations went down substantially. Sponsorships did not cover the decrease in registrations.

The 5K specifically saw a great decrease in registrations but expenses also decreased. The golf tournament was also a great loss for registration dollars – only about 25 of them paid the others were in sponsorship dollars.

DJ said we should look at registration fees and raising them for next year. This year the golf registration didn't cover the expense of the golfer. Additionally we need to look at sponsorships because their sponsorship dollars also went to registrations.

DJ distributed 2016 sponsorship recommendations. We had extensive discussion about the golf only sponsorships and raising the dollar value and "retitling" them.

Steve reminded us that sponsoring companies cannot declare the charitable contributions of the registrations. We discussed ways to communicate this to sponsors – whether in advance or at thank you.

5K was discussed regarding the date because it is the top exposure opportunity and the registrations were a struggle. We did discuss the opportunity to consider the future of moving it to Leaser Lake.

Breakfast tickets were distributed. February 6 volunteers needed. Judy has requested several tickets/donations from many area businesses/entertainment venues. \$200 requested to purchase gift baskets/raffle items. Judy motioned – Jayson seconded – motion carried. Applebee's is donating the cost per person for breakfast.

DJ suggested everyone brings in a couple of gift cards – donated – for prizes and gifts throughout the year.

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**PR:** Things we are looking at for budget – The Press ads, Facebook advertising, signage, promo items and giveaways. DJ motioned to approve the placemats with MoneyMat for Schleichers and Katies – DJ seconded. Clare abstained. Motion carried.

**Alumni:** Nothing to report.

**Governance:** Nothing to report. One vacancy to be filled. Two people are prospects – Sue Kinney and Chad Butters. Applications should be submitted to Steve.

**EITC & Allocation:** The Makerspace funds were distributed and the school is looking for a student to paint our name on the space.

Because the state budget hasn't been approved yet there is little to report. Clare explained she had reached out for support to contact our legislators but the response that was finally received was not helpful and ultimately they suggested nothing to be done. What they are looking for is for the businesses to be approved for the EITC so that funds are not lost. We discussed the PA Foundation and the expectation/hope that they would us lobby legislators to move the budget/approval for EITC funds ahead. Receipts for the allocations for the year were received.

**Old Business:** Year in review – Meredith has a draft. We will use that to write a press release.

**2016 Dates:** 2/1, 4/4, 6/6, 8/1, 10/3, 12/5 – 1<sup>st</sup> Monday of every other month. DJ motioned – Judy approved –motion carried

**Fund Development Meeting Dates:** DJ will send out the fund development mtg dates

Tim made a motion to adjourn the meeting at 9:02pm, Steve seconded the motion, the motion carried.