

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for June 6 2016**

Clare called the meeting to order 7:10 pm and requested any changes to the meeting agenda. Judy motioned – Tim seconded, motion carried.

Members Present: Valerie Creitz, Jane Hathaway, Judy Henry, Clare Coupe Scott, Sue Kinney, Tim Lebrecht, DJ Wolbert, Eric Andreus, Steve Prange, Jayson Boushell, Dan Macaulay, Tina Talago
please remember to sign in

Guests Present: Leann Stitzel and NWL Alumni Association members: Nancy Zellner, Kenneth Kistler, Charlene Silva and Justine Bachman

Welcome guests from the Alumni Association. Clare shared that we are more consistently sharing their support. Alumni presented a check for \$2000 for the teacher mini-grants. They also shared their basket bingo will be Oct 30 at 1 pm at Lynnport fire hall. They also collect socks and food items for local charities. Costumes will be optional and encouraged. Longaberger basket bingo.

Upcoming Events: <http://teachersites.schoolworld.com/webpages/Alumni/upcoming.cfm>

Sylvia's Socks:

<http://teachersites.schoolworld.com/webpages/Alumni/upcoming.cfm?subpage=1938502>

Ken Kistler shared a lesson to always exceed customer expectations. He thanked the foundation for exceeding expectations.

Approval of the Minutes: Jane motioned to approve – Tina seconded, motioned carried.

Communications: 40+ sponsorship thank you letters were circulated for board signatures. Clare shared the receipt of numerous thank you letters from teacher mini-grant recipients as well as key chains made by the maker-space students on the 3D printer. Dan also shared a video created by students to promote the MakeShop (maker-space) the NWLEF funded - <https://www.youtube.com/watch?v=HZeir-SHjul>.

Report of the Treasurer: Steve shared the financials. Income for all of the events sponsorships received and 5K registration during April-May was \$16,195.31. Annual sponsorships were reported as general income. Amazon Smile proceeds and United Way as well. PR expenses were the annual report printing and mailing. Allocations of \$179,701.90 were reported and a remaining cash balance of \$103,233.81. Net assets of \$100,833.81. DJ motioned to approve, Tim seconded and the motion carried.

COMMITTEE REPORTS

Fund Development: The 5K was a great success! It is now a well-oiled machine. 227 total participants. Stick with Memorial Day weekend given we continue to grow the event despite the holiday weekend. Jayson shared that Pretzel City continues to commend us on the event. He also suggested we include a survey monkey to capture testimonials. Total profit over \$8,173. We are also expecting a check from benevity for \$2,000 to cover the expense for the time to facilitate the 5K. Clare said she would like to see the foundation invest in a large qty of medals with our logo so that it is customized and carries our name.

That event wraps up the fiscal year for fund development. Yr to Yr we raised nearly 30% more this fiscal year. We have increased the numbers now for our 5th consecutive year, nearly doubled from 5 yrs ago.

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for June 6 2016**

DJ shared we are most certainly also going to surpass the records of the golf and clay shoot events as well.

Meredith agreed to contact the golf sponsors to share the SPONSOR code for their registrations for the event. Sue will team up with Jayson now for the golf tournament.

Governance: Eric has reviewed an older version of the by-laws, he did reach out to Steve F but has not heard back from him for the most recent copies. Tina will ask Don Billig if he has a copy from 2011. There may be a more recent version from 2012-2013ish. The Fund Management plan should also be on DropBox.

Allocations/EITC: Dan reported that we are registered again. New business can apply to participate July 1. Erin Johnson shared a few support materials including a YouTube video for the “make shop” to share how the EITC funds were being used. Dan will share that video tomorrow.

Mini-grants: Letters were sent out to teachers to share they were awarded funds. There was a combined application by the NWE and Weisenberg reading intervention teachers. We only partially funded that program but the hope is that when we finalize the end of year numbers we can contribute more funds. The application was all online this year and feedback was positive. The school principals were able to comment for approval, priority and comments. The totals were all great and hit the numbers we wanted so it was the easiest approval. Total funded was \$14,310. DJ questioned – if we would have approved all applications what would the total have been? Clare responded near \$22,000. But again about \$5-6,000 will hopefully be funded for the reading intervention. One not approved program was a duplicate and one was not something the building/school could continue to support, and a few other outliers. There was also two applications for the maker-space funds but they were automatically taken out because of the EITC program.

Tina asked about Circle of Seasons and whether they could receive or apply for funds through NWLEF or mini-grants. Leann reiterated that in fact they operated separately.

Clare also shared that looking at the allocation report that in 2017 we should surpass 1 million contributed to the district.

PR: Flyer for the Golf tournament will be inserted in The Press again soon. Facebook spend was a total of \$25 in the last two months and the ads were seen by more than 2400 and ten clicks were received. DJ motioned to participate in Homecoming – Jayson seconded, motion carried.

Chad Butters of Eight Oaks spoke to share features of using the space for the proposed donor event. The idea is to use Curious Goods to cater food stations and promote mingling. Events of 40-120 are feasible. Historically 130 maximum capacity and they are still more than able to manage the flow of people. Another thing that is fun or interesting is to time it just before or after they barrel and use the barrel to sign as a guest book. They will design and tailor the drink menu to themed bevs and recommend a menu of just 5 drinks. Eric will serve as coordinator for the event committee.

New business:

Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for June 6 2016

- 5K shirts – Jayson proposed giving the shirts to Cross Country runners to help spread the name. First come – first serve.
- Night in the Country – We agreed to participate on August 20. If Jane is not here we will need another generator. We will again offer photo booth photos. And a reminder to promote the business.
- Officer Elections – Valerie nominated DJ for President – Steve seconded, motion carried. Valerie nominated Dan for VP – Judy seconded, motion carried.
- Education foundation symposium – Sue has registered and will attend the 21st but may not be available the 22nd.

Jane motioned to adjourn, Steve seconded – motion carried. Meeting adjourned at 8:35.