

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for August 7, 2017**

DJ called the meeting to order 7:05 pm and requested any changes to the meeting agenda. Judy motioned to approve and accept the agenda – Tim seconded and the motion carried.

Members Present: Valerie Creitz, Judy Henry, Tim Lebrecht, DJ Wolbert, Dan Macaulay, Steve Prange, Sue Kinney, Eric Andreus

Guests Present: LeAnn Stitzel, Dan Willis

Approval of the Minutes: Eric motioned to approve the minutes – Sue seconded, motion carried.

Communications: DJ shared a thank you card from the NWE for the 5K donation, it was passed around for review along with an annual report from Valley Youth House. DJ also shared that he and Val met with the administrators for an annual update. Sue also shared that several additional sponsorships were received for after a few follow-up conversations/contacts.

COMMITTEE REPORTS

Treasurer: Looking at June and a YOY for FY16-17, FY15-16 and FY14-15.

In June, we had some additional expenses from the 5K, Income from the Golf Tournament and a general donation that were reviewed. We ended with a cash balance of \$94,076.53.

Reviewing the year over year our net assets are \$94,076.53. While less than the year prior it is consistent with FY14-15. A few things to note in comparisons decrease in fundraising total and restricted donations.

We then looked at the July report which included income for the Golf Tournament and Sporting Clays, as well as sponsorship. The cash balance at end of month was \$101,320.40.

Judy motioned to approve the financial report, Tim seconded, the motion carried.

One bill for the Press inserts \$76.86 was received for payment. The board previously approved this expense at the beginning of the year. Val requested reimbursement of \$66.22 for Facebook ads (\$40) and GoDaddy (\$26.22). Steve motioned to approve, Sue seconded, and the motion carried.

Allocations/EITC: Dan shared that we were denied the PPL grant for STEM concepts in education. Dan is seeking feedback about the denial, whether it was the project or budget. He is hopeful to get this feedback to guide future applications.

Applications for EITC programs including new projects submitted to the state for approval including an outdoor learning space (Middle School), Lifelong Fitness (Middle School) and the previously discussed, Virtual Reality program (pending), have not been approved or denied. No update at this time. Again we remain hopeful to have approval by the state.

Dan noted if there is anyone we want to pursue for EITC funding now is a great time to start conversations with them.

Alumni: No update available.

Fund Development: Dates for 2017 meetings and events:

- 2017 meeting dates (7/12, 9/13, 11/15)
- 2017 event dates (golf tournament 8/11, clay shoot 10/15)

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Sue updated the board on registrations, total as of today is ##. Sue proposed to the board that we add a putting contest, where participants purchase “entry” and that goes into a pot. She also asked for approval for Highmark to be the putting contest sponsor. The board agreed and was supportive of Sue’s direction. Olde Homestead had a projected cost for 50 of \$4,396. This does not include the beverage tickets. Eric confirmed he is still contributing water for the event. Better Homes and Gardens is donating bags for the event and Sue will make available snacks (granola bars etc) at registration, additionally instead of coffee and donuts, we will have sandwiches available and appetizers before lunch. The idea was to provide more in “value” by reducing the prizes slightly, so that costs were the same.

Clay shoot, October 15, so as soon as the golf tournament is complete we will begin promoting the event. The same costs for registration and prizes. DJ asked for a motion to send a deposit for the green course reservation. Eric motioned to approve, Sue seconded and the motion carried.

At the last fund development meeting, DJ shared that a wing night was a great idea that surfaced. No details available at this time regarding location, wing source, etc. The concept is to replicate the pancake breakfast concept but with wings.

We also talked about opportunities to raise funds in different ways including customized graduate signs. Preliminary costs illustrate a great profit margin. A sample from Emmaus was shown. Val motioned to approve the fundraiser, Sue seconded and the motion carried. The other idea was large/golf size umbrellas to sell potentially at a football game. No other organization in the district is currently selling them. Judy will investigate cost and report back to the board.

Governance: No update to report. We still have two vacancies.

PR: Val shared that she gained access to the domain and has started the process of transferring it to the hosting account.

New Business:

- Sponsorship Event – Last year we had about 30 participants that were not board members, a light turnout compared to the invites of over 100. Cost last year was just over \$1400 which included drinks, catering, and some printing. We had budgeted \$2500. The belief is that we should reconsider the date/time of the event, but consider using the same venue. And that with consistency, doing it year after year, there will be a momentum and increased attendance. At this time DJ asked for a commitment to pursue the event, including investigating costs and event details, including a Wednesday or Thursday evening and potentially an earlier start like 5 or 6pm.
- Night in the Country – Event is August 19, DJ reminded everyone to get back to Tina regarding their availability. Would like to have Clay Shoot flyers again.
- Insurance requirements – DJ updated the board that he was contact by our insurance agent and shared a new requirement that requires us to have safeguards in our bylaws as it pertains to child abuse. Requirements include policy for prevention, possibly training, how we will handle reporting instances and a crisis plan for dealing with allegations in the media. We can put together something close to what the District does and meet the requirements. We have received the materials from the District and DJ will be working with Steve to document everything and make the adjustments to the bylaws. There is no deadline provided by the insurance company.
- DJ also shared that our next meeting will be in the HS MakerSpace. LeAnn was thanked for facilitating that trip.

Judy motioned to adjourn, Sue seconded – motion carried. Meeting adjourned at 8:34 pm