

- Call to order and adoption of agenda
 - Call to order 5:34 p.m.
 - Katie motioned to approve
 - Sarah seconded
 - Motion approved
- Roll call (sign-in sheet)
 - Michelle Kaschak, Amy Kinnon (online), Michael Perinotti, Sarah Halpin, Katie Straughn, Valerie Kile, Matthew Koncz, Erin Vermuelen, Greg Kuhn, Liz Lake, Carissa Snelling, Jake Oldaker, Leann Stitzel
- Receive guests: Ryan Wukitsch
- Approval of [prior meeting minutes](#)
 - Erin motioned to approve
 - Sarah seconded
 - All in favor
- Communications/Announcements
 - Thank you card for an anonymous organization - all are asked to sign. The anonymous donor gave \$1000.
 - Greg announcement - new business Not Your Buddy's Trailer Rental
- New Business
 - Welcome New Board Members - [Liz Lake](#), [Jake Oldaker](#), [Carissa Snelling](#)
 - Applicant - [Ryan Wukitsch](#); We will have a closed-door session at the end to vote on Ryan's application to the board.
 - Answered questions about his current volunteer role with the Allentown School District Foundation
 - No other questions
- Development Director
 - Annual Appeal Wrap up
 - Give 180 campaign: Wrapping up final numbers 36 donors \$7439 (\$206 average donation) 35% over goal, \$3000 donation came in from first-time donor
 - Ryan asked who were repeat givers; Amy needs to check that info.
 - Building Tour - Middle School 3/6
 - Amy getting good responses to this event even if they cannot attend.
 - Nine stops on the tour; student council will be tour guides; Baxter will be there.
 - Currently at 12 Yes RSVP
 - Have some prior donors who stopped donating and who are attending this event, which shows interest and new potential for donating.
 - Teacher Wellness Day 3/20 - [volunteer here](#); looking for donations
 - Nourish with NWLEF; concession stand sponsor
 - Partnered with Bake Oven Roasters (coffee) and Buttered Crumb (yogurt parfait) and Deer Park (Flavored Water)
 - If anyone wants to donate, you can Venmo Amy or give money to Matt. See the volunteer form for Venmo information.
 - Water dispensers needed; multiple board members offered.
 - If you are able to help, let Amy know.
 - Giving out laptop stickers to teachers
 - Goal Update
 - [Prospect List](#)

- Annual partners
 - Multiple committed
 - Annual Partners \$69250 goal at \$14,850; 21% total of goal
 - Events at 63% of goal
 - Goal \$42,225 and raised \$26576
 - General donation currently at 21801 or 84% percent of our \$25,000 goal
 - EITC
 - Goal \$136,000 currently at 90% of goal with \$122,000 raised
 - New Grants
 - Music teacher grant- bleachers; submitted but will hear in April
 - Board encouraged to check out the prospect list
 - Carissa already helping; Amy reminds us that we need to work together towards the goal
 - Vote on approval of up to \$200 for Wellness Day
 - Motion- Katie
 - Sarah seconded the motion
 - All in favor
- Committee Reports -
 - Community Engagement - [Latest Meeting Notes](#)
 - Alumni Spotlight
 - Researched programs
 - Sarah feedback for how to move forward tonight
 - Distinguished Alumni- logistics
 - Most foundations have very strong relationships and an active alumni association.
 - Potentially a challenge for us.
 - Perhaps we think of doing one a year
 - Do we do the distinguished alumni at our Donor Appreciation Event?
 - Commitment for an alumni board member to come to event would be helpful.
 - Greg sees this as brand awareness. Primary objective is to get people who have influence and to have them share foundation.
 - Carissa asked what the ask is for the distinguished alumni? Greg- interview with them; share the posting.
 - Sarah- share graduates who are out in the community doing good things
 - Moving forward- do we want to do distinguished alumni?
 - Erin suggested bringing to workshop meeting for groups to work through
 - Sarah emphasized that we are not reinventing the wheel as other organizations do this and we can use their models.
 - Invite alumni association
 - Overall conversation pointed to us wanting to do it.
 - One a year
 - Additional questions around a named award? Donation to cover?
 - Michael asked what the timeline is for an event- details need to be worked out.
 - One comment on website issue- Alumni association link on our website goes to a dead page
 - [School Board Meeting](#)
 - Sign up to attend if you can.
 - [Kindergarten Registration - April 15 & 16 - volunteer here](#)
 - Sign up if you can help at the table.

- Allocations
 - [Committee Report](#)
 - Future Allocations Chair still needed
- Finance
 - [Financial Summary Dec-Jan](#)
 - CD matures on March 10; net over \$900
 - GoDaddy Website Bill - \$42.44 vote for difference not covered by budget
 - Vote to cover difference
 - Michael motioned
 - Second Jake
 - Approved
 - Under expenses at this point in the year
 - Michael asked Matt about the Excel and QuickBooks conversion and Matt said he will finish out the fiscal year doing it both ways before moving to Quickbooks only.
- Events - [Latest Meeting Notes](#)
 - Tiger Run & Fun Walk
 - Sunday June 7 at Ontelaunee
 - Registration should be open by early March
 - Changes to event- peer-to-peer fundraising model. Use Givebutter for fundraising
 - Looking at online auction model; can enter in for prizes even if not at event
 - Community-driven, family event- promote to students and families
 - Will still have pups in the park
 - Signage about off-leash
 - Tiger Takeovers
 - Buttered Crumb Tiger Takeover
 - Wildly successful- most successful we had
 - \$1000 donation from this event
 - Chick fil a feb 25 at Whitehall location
 - April 17 Eight Oaks
 - Discussion about new prospects for Tiger Takeovers
- Marketing - [Latest Meeting Notes](#)
 - [Calendar](#) & [Brand Guide/deck](#)
 - Val will keep this in the Google drive.
 - Social Media Training
 - Will be done at next committee meeting
 - Let Val know if you are interested in getting more access to do these items.
 - Video Project
 - Scheduling will happen in early spring with cooperation from the school district.
 - Foundation Swag- Need shirt & sweatshirt sizes; fill in information in the linked contact form.
 - Contact form: [NWLEF Board Contact List](#)
 - Motion to approve up to \$850
 - Michael motioned
 - Matt seconded
 - All in favor
- Executive
 - [Strategic Plan Operational Excellence Taskforce](#) - Please status of completion for each committee in the document.
 - We need to revisit it.
 - Val went through Marketing- most are complete and need to work on reporting
 - Increased reach and engagement
 - Investing in paid ads

- Posting on regular cadence
 - Developed social strategy
 - Developed templates
 - Penn Sports Radio and Bus Wraps
 - To do:
 - Billboard budget; could business share cost of billboard? Carissa asked
 - Jake asked which billboard. One of the billboards along 309/100 would be ideal.
 - Carissa asked about timing. Event promotion?
 - Old pricing was \$900 for four week commitment
 - Val will get updated pricing and if we can share the space.
 - We can also get title sponsors for events on the billboard. More to discuss.
 - Fundraising and stewardship- Amy
 - Most things are completed or in progress
 - Val and Erin went through most of the tabs in the sheets pages
 - February meeting is the strategic plan review meeting; took out March planning meeting
 - [Chad Berger Recommendations](#)
 - Review and will need to vote on some of the recommendations at a future meeting
 - Some specific suggestions:
 - Eliminating finance committee
 - Combine marketing and events
 - Proposed committee development
 - Donor retention, prospecting
 - Development director- renaming role
 - Review Workshop Meeting Format & Schedule
 - Workshop Committee Meeting
 - First one held in January
 - Stuck to agenda- brainstorming
 - Keep the workshop model moving forward.
- Bills for Payment (checks to be cut at conclusion of meeting)
 - Accountant payment \$2925 (approved at previous meeting)
- Other business items, discussion points, comments, closed-door topics
 - Carissa has a fundraising idea. Asked what best way to approach it
 - Grow with me/ school year memories kit
 - Plastic file box that we can make
 - Preregister at kindergarten registration
 - Pick up box at meet the teacher night
 - No objections to idea
 - Val and Carissa will work on this idea.
 - Applicant vote
 - Ryan Wukitsch
 - Michelle motioned
 - Erin seconded
 - All in favor
 - No objections
- Workshop meeting- Monday, March 9th at 6:30 p.m. virtual
- Next Board Meeting: Monday, April 13th at 5:30 p.m. at the Administration Building

- Adjournment at 7:35 p.m.
 - Sarah motioned to adjourn
 - Katie seconded the motion
 - All in favor.