

Attendance: Joe Velarde, DJ Wolbert, Jeff Zellner, Michelle Kaschak, Amy Kinnon, Michael Perinotti, Greg Kuhn, Jim Warfel, Sarah Halpin, Katie Straughn, Valerie Kile, Clare Coupe Scott

- Call to order at 5:52
 - Sarah motioned
 - DJ seconded
 - All in favor
- [Approval of prior meeting minutes](#)
 - Jim motioned
 - Katie seconded
 - All in favor
- Communications/Announcements
 - Sponsor donated dinner and covered the cost of our dinner
 - Daniel got firefighter of the year for Weisenberg Township
 - DJ was in-person and not online!
- Old Business
 - nothing to discuss
- New Business
 - Insurance Audit- nothing out of ordinary
 - Financials, tax returns and payroll information
 - 2nd year on plan, so they are doing their audit
- Report of the Treasurer
 - Bills for Payment
 - Checks for Ridgeview payment went out last week
 - No other bills reported at the meeting
- Development Director
 - Bus Sponsorship
 - One spot still open
 - Donor Appreciation Event Recap
 - 46 attendees
 - Great way to thank our sponsors
 - Teacher presenters made a positive impact
 - Giving Tuesday - Bucks for Baxter
 - Last minute drive
 - Amy tried some different marketing strategies on social media.
 - Eight new donors not in the system
 - Total Raised: 3302.55
 - Secured two matching donors
 - Country Doctor
 - HRG
 - Goal Update
 - Reminder to login to Bloomerang to check at any time
 - Overall at 78% of goal for the year
 - Annual Sponsorship at 19% of goal
 - Event fundraising at 47% of goal

- EITC at 90% of goal
 - General donations at 251% of goal
 - Estate payout of almost \$40,000
 - Dennis Nemes in memoriam donations totaled \$1255
 - Money still coming in on annual appeal. Almost at \$3000 net
- Annual Partnership/Event Sponsorship 2025
 - Amy is meeting with Troy in the next few weeks to look at school district vendors.
 - If you know of any place that is interested, reach out to Amy.
- Board Giving
 - Five board members give a monthly donation
 - Two give a significant amount
 - Please consider donating any amount to the foundation
 - Any questions about this, please discuss with Amy.
- Amy got a scholarship to attend an educational foundation conference.
 - We will need to vote on transportation reimbursement for her as other expenses are covered.
 - Tabled until the February meeting.
- Personal thank yous are so important, so we will be working on thank yous at the next meeting.
 - Val shared that a sponsor told her that we gave them a handwritten thank you and the Parkland Educational Foundation did not, and that made them not go back to being a sponsor for Parkland. The personal touch is very important.
- Committee Reports
 - Community Engagement
 - [School Board Meetings](#)
 - Daniel is attending for the foundation
 - Sign ups need to be updated
 - Please sign up to attend a meeting
 - Katie and Sarah are taking over the Community Engagement committee
 - Thank you to them for doing the Christmas Tree Lighting event
 - Sarah noted that Katie knew everyone at the event.
 - Staff Ambassadors
 - No update
 - Alumni
 - No new meeting
 - Alcohol for their event was not approved.
 - Alumni contact list that we are working on is on the Drive
 - DJ wants us to figure out how to reach out to alumni
 - Summer intern suggestion to go through yearbooks and finding class officers/ social media presence
 - Long discussion about bylaws and insurance/ general liability around alumni events
 - We need to figure out what our liability is for their events.
 - Allocations
 - [Committee Report](#)
 - Meeting this week to discuss EITC projects and approvals
 - Grow grants went out to teachers today; Feb 14 deadline
 - New grow grant logo
 - Greg would like us to think about potentially providing some student support money that principals could use at their discretion. A discussion is needed about what fits our mission.
 - Agreed to send to allocations committee to discuss
 - Finance
 - [Financial Summary](#)
 - Clayshoot

- Income of \$3696
 - See summary for more details.
 - General donations were higher than normal because of Oswald estate payment.
 - We could expect some more from the Oswald estate.
 - Amount we could still net is unclear.
 - EITC came in from New Tripoli Bank, Waste Management
 - Right now, we have a healthy budget.
 - Quickbooks update
 - Quickbooks is now up and running; general ledger is set up
 - Currently on pause waiting for new treasurer
- Events - [Latest Meeting Notes](#)
 - Clay Shoot Debrief
 - Overall went well. Attendees had a good time.
 - 75 attendees; low but normal
 - Less paid attendees because of sponsor attendees
 - \$14,423 overall income; low because of registrations
 - Corn Hole - Coming Soon
 - Website info needs to be updated
 - Event is March 15th
- Marketing - [Latest Meeting Notes](#)
 - Marketing Report
 - TLDR: Social media is growing, 1200 followers on FB and 390 on Instagram, LinkedIn 59 followers
 - Please share our stuff
 - Tag the school district if you post about the foundation on social media because most people come to our website by searching for the school district
 - Tiger Takeovers
 - Retriever Tiger Takeover went well
 - Next one is Drizzle on January 23rd
- Executive
 - [Strategic Plan](#)
 - Keep thinking about how we can focus on the goals in the strategic plan
 - Application for Board Member - [Matthew Koncz](#)
 - We may need an e-vote on his application as we do not currently have an opening on the board.
 - It was noted that if we need a vacancy that Jim is willing to step down. There may be at least one other board member willing to step down as well.
- Other business items, discussion points, comments, closed door topics:
 - Greg brought up the question of governance and amending bylaws to add more people and also letting go of inactive members.
 - We discussed the topic and DJ noted that we have a very engaged board right now, which is good.
 - Greg also asked for support of a scholarship fund setup for his high school friend Luke Shimer. He also told us about the presentation of a check to the school board for \$33,000 for the district to buy first aid and medical supplies on behalf of other organizations he is involved with. Kudos to Greg!
- Adjournment at 7:46 p.m.
 - Joe motioned
 - Michael seconded
 - All in favor