



**Meeting of the Board of Directors
Minutes for April 4, 2022**

MEMBERS PRESENT:

DJ Wolbert, Amy Kinnon, Curran Dever, Jeff Zellner, Dan Macaulay, Kristen Grim, Michelle Kaschak, Erin Vermeulen, Courtney Boyle, LeAnn Stitzel, Jill Krahwinkel, & Valerie Kile

GUESTS: Charlene Silva (President-Alumni Association)

CALL TO ORDER/APPROVAL:

DJ called the meeting to order at 7:02 PM and requested any changes to the meeting agenda.

Approval of Agenda: *Val motioned to approve; Erin seconded--the motion carried.*

Approval of the Minutes: *Courtney motioned to approve; Michelle seconded--the motion carried.*

COMMUNICATIONS: DJ shared on March 17th the Officers had a meeting with the Administration to share updates and discuss needs. There was conversation about the Giving Campaign. Through data, we learned the school gets more money doing the Giving Campaign directly through the school versus United Way. There was also discussion around communication about our donations and how to help the public understand the process and purpose of an educational foundation.

Amy shared an email from the Librarian at Northwestern Elementary acknowledging an artist in residence program (originally scheduled for March 2020) with Steve Swinburne that will happen April 4-8 due to the Foundation's donations. All board members are invited to attend!

COMMITTEE REPORTS

Treasurer: Michael was unable to attend tonight's meeting. He is working to reconcile the new bloomerang payments to the bank statements and will work with Amy to finalize the report when he returns from vacation.

Allocations: Dan shared the report below, all reports are available on Google Drive where all members have access.

EITC

- 21/22 Fiscal Year – Income \$121,000 FYTD
 - Embassy Bank \$10,000
 - Waste Management \$10,000
 - Weis \$1,000
 - New Tripoli Bank \$100,000
- Distributions – (Allocated \$121,000 FYTD)
 - Recommendations at February Meeting - \$121,000
 - \$46,900 - SMART Boards (HS & Weisenberg)
 - \$60,784 - High School Broadcasting Studio
 - \$5,800 - Middle School Broadcasting Studio
 - \$7,516 - Model Based Inquiry

Allocation of Restricted Funds

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- 21/22 Fiscal Year – Income \$4,200 FYTD
- Distributions – (Allocated \$4,200 FYTD)
 - Distribution at October meeting - \$4,200
 - \$4,200 Collaborative Seating (April submission – August Receipt)

Allocation of Unrestricted Funds

- Total money budgeted – \$55,000
- Distributions – (Allocated \$17,982.16 FYTD including Mini-Grants)
 - Distribution at October meeting - \$275.76
 - \$275.76 to cover delta of previous project costs and current project costs
 - Distribution at December meeting - \$12,268.00
 - \$9,868.00 to cover the e-vote of previously recommended but not approved Teacher Mini-Grants
 - \$2,400.00 for First Round Teacher Mini-Grants
 - Distribution at February meeting - \$5,438.40
 - \$5,438.40 - Middle School Technology LEGO Invention Squad
 - **Recommendations at April meeting - \$11,725**
 - \$5,725.00 for Second Round Teacher Mini-Grants
 - \$6,000.00 unrestricted support to finalize HS Broadcasting Studio (supply chain and cost increases).

Jeff motioned to approve \$11,725 unrestricted funds as listed above. Valerie seconded, all in favor—motion passes.

- Teacher Mini-Grant program - total funded \$17,993 FYTD including current recommendations
 - Roll out in October – previously approved being funded first (current estimate at \$10k), new applications being received
 - \$9,868.00 distribution approved
 - First round – 10.21 Applications, 11.21 Review, 12.21 Recommendations (3 of 4 Applications approved \$2,400 of \$3,600)
 - \$2,400 distribution approved
 - Second round – 02.22 Applications, 03.22 Review, 04.22 Recommendations (3 of 4 Applications approved \$5,725 of \$7,225)
 - \$5,725 distribution recommended (see above)

Alumni:

DJ shared through our annual strategy meeting, the board has revisited the role of the Alumni Association as an entity of NWLEF and asked for increased communication to better our working relationship. Charlene shared it's always been a small group. There is an alumni Facebook page where they post reunions, deaths, raffle winners, etc. They are hoping to increase membership and participation. The goal is to support the Foundation and to keep the alumni involved in the district (sporting events, fundraising, etc.).

Val, Erin, Courtney, & Amy agreed to join conversations with Charlene about next steps!

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Governance:

- Open board positions:
 - Leaves us with 1 open board position.
- Contact List & Emails:
 - Most recent contact list on the Drive, under the Contacts folder. Please make any adjustments to your information. Moving forward, we will only use NWLEF emails, which you can forward to personal email addresses if desired. Amy will check the Board email group includes all NWLEF email addresses.

Fund Development:

- Disney raffle/Share the Love-Prohibited \$3,000.
- Spartan Race-held on July 9-10th. We will get 30% of registrations when our code is used. Flyers are being approved to be distributed in the schools. We will push on social media after our 5K!
- 5K-as of last week 28 registrations. Penn Sports radio will market. Board members asked to share on social media. Curran & Amy have been distributing flyers all over-PTO, Northwestern Press, school newspapers, sponsors of the event, & local businesses such as 8 Oaks, Giovanni's, etc. Jayson in communication with Amy about race details, he was unable to attend tonight's meeting. Amy has secured a long sleeve T-Shirt sponsor and printer! New pricing structure in place.
- 2022 Event Pricing & Participation- Committee making recommendations pricing for golf tournament and clay shoot as below:
 - Recommended \$130 per golfer (this will not include breakfast due to increased cost in food although still trying to secure a breakfast sponsor, then breakfast would be included).
 - *Jeffery motioned, Kristen seconded to adopt a flat fee of \$130 per golfer. All in favor—motion passed.*
 - Recommended \$110 per clay shooter (will discuss at a later date about capping registration numbers to ensure profit margins).
 - *Kristen motioned, Val seconded to adopt a flat fee of \$110 per clay shooter. All in favor—motion passed.*
 - Deposit for \$1,096 requested by Amy to reserve the date for Clay Shoot.
 - *Val motioned, Courtney seconded to adopt a flat fee of \$110 per clay shooter. All in favor—motion passed.*

Dan recommended to start collecting alumni information on registration and consider offering alumni free gifts for future events. Amy said we might even have some items in storage we can use as gifts too.

DJ shared that the Donut Lab food truck will be at our 5K and will be donating % of proceeds to the foundation.

PR:

- Top priorities on Social Media: 5K (5/28); Senior Signs (deadline 4/22); 8 Oaks (5/13).

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- Sign up sheet for 8 Oaks and Night in the Country coming soon! All board members are encouraged to sign up for shifts.
- Night in the Country-Upcoming: 8/20
- Salute to the Seniors-we will be sponsoring 100 seniors (last week of May)
- Kindergarten Registration-Weisenberg Elementary (we have some swag to give away)
 - Wednesday 4/13 11:30 AM- 3:30 PM Val & Jill volunteering.
 - Thursday 4/14 11:30 AM- 3:30 PM Amy & Curran volunteering.

DEVELOPMENT DIRECTOR UPDATE:

- 2022 Sponsors: Goal for this year is \$36,000, currently have \$28,000 secured, and \$38,500 committed.
 - If a person/company gives money for an event it is considered an event sponsor-goes to that specific income of that event and are advertised at the event correlated to their specific sponsorship.
 - If they become a partner, income goes under Fundraising and their partnership applies to all NWLEF events through marketing & advertising.
 - Staff Appreciation Day: Amy presented three options (1) Buttered Crumb-4 assorted brownies \$3.49 each, total \$1,308.75 (2) Back Home Bagel \$4-6 dollars, ~\$2,000 and (3) Donut Lab-donut parfait, \$8 person, ~\$3,000. We will include some marketing materials and we will also promote the 8 Oaks Event with this too. Total staff 371.
 - *Erin motioned, Michelle seconded to hire Buttered Crumb and budget \$1308.75 for Staff Appreciation Day. All in favor—motion passed.*

OLD BUSINESS: Strategy Session reviewed-Alumni Association, Capital Campaigns, & Event Participation.

NEW BUSINESS: David Hunsicker, stepping down as President of New Tripoli Bank and on April 20th, School Board will be honoring Mr. Hunsicker and we will be presenting him a plaque for his support over the years. Also, DJ will invite Steve F to the August potluck board meeting to acknowledge this dedication to the board.

Next Meeting: June 6, 2022 @ 7 pm – NWLSD Administration Building (Jill will be absent, Val will take minutes)

ADJOURNMENT:

Val motioned to adjourn the meeting @ 8:56 PM, Erin seconded, all in favor—motion passed.