

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for April 1, 2019**

Members Present: DJ Wolbert, Judy Henry, Dan Macaulay, Eric Andreus, Kristen Grim, Tina Talago, Tim Lebrecht, Meredith Prange, Steve Prange

Guests: LeAnn Stitzel, Rob

DJ called the meeting to order 7:03 pm and requested any changes to the meeting agenda.

Approval of Agenda: Val motioned to approve, Judy seconded – the motion carried.

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

GUESTS

Rob Serulnek introduced himself to the board. He has previously provided the photobooth for us for the Night in the Country event. He is currently selling photobooths off as he reduces his business. The photobooths – Kingdom Arcade – booths retail for over \$8,000 but he is selling them for \$3,000 and would include two wings for the Foundation. He also distributed a handout of the listing with complete details. The license to run 600 more prints is \$250 (approximately). We can purchase a new or refurbished computer from Kingdom Arcades but the ones he has are fully functional. The storage space needed is about 3x5. The transfer fee is either \$250 or 3 rolls of paper.

Rob said the board members are welcome to stop by and learn about them and the board will reach out if we are interested in purchasing.

COMMUNICATIONS

A few communications from Jen Holman including a non-profit event which we will discuss later.

COMMITTEE REPORTS

Treasurer: Steve reported income and expenses from the Sporting Clays, Winter Fundraiser and 5K as well as sales of umbrellas and senior signs. General donations from employer sponsored matching, amazon smile and direct donations of \$16,825.80. Foundation expenses totaled \$2,242.68 outside of the event expenses.

Allocations totaled \$4,408 and cash balance was \$231,787.39. Committed allocations for EITC total \$83,820.55 and net assets \$147,966.84.

Judy requested reimbursement of \$219.76 for basket raffles, Eric motioned to approve, Tim seconded – motion carried.

Allocations/EITC: Dan reported the EITC program.

EITC funds received totals \$124,500 from New Tripoli Bank (\$100,000), Waste Management (\$10,000), Weis (\$1,500), Embassy Bank (\$10,000), and Insulation Corporation of America (\$3,000).

Dan requested distributions of the following: \$41,390 2nd grade Chromebooks, \$55,284.12 for MS Promethean boards, and \$20,000 HS TV Broadcasting studio upgrades. These recommendations are in addition to the \$5,379.45 previously approved in December for Chromebooks. Current recommendations total \$116,074.12.

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For unrestricted funds, Dan reviewed that \$50,000 was budgeted. Recommendations this evening include \$14,000 for teacher mini-grants and \$14,000 for middle school fitness program, for a total of \$28,000. Previously approved in December was \$5,000 for the artist in residence program, and \$14,448 for mini-grants.

Some discussion surrounded the HS TV Broadcasting Program regarding the proposal for the project, a total of \$230k. The board may pursue a briefing from the board on this project to understand the full scope.

Jayson motion to approve \$168,501.57 for the recommended allocations, Steve seconded – the motion carried.

This is the first year we offered three rounds of teacher mini-grants. This coming year Dan would like to propose continuing with the first round and offering a second round later in the year. The middle round was not well participated in.

Alumni: Nothing to report.

Fund Development:

- Bear Creek Gives Back took place on February 27. Just over \$500 was raised that evening. Jeff and Dan attended.
- Tiger Night Out – March 23. Attendance was not as high as hoped. \$446.04 was profited for the event. The board discussed the need to reconsider the winter event. Unfortunately the Tigers Night Out even has not taken off.
- Stadium chairs/umbrellas – DJ received another shipment of chairs. We have been randomly selling them online. Val will share the tiger gear post on social media again shortly.
- 5K – May 25. Jayson shared we have just over 20 registrations as of today. The 2nd flyer is ready to print and social media posts are up and running
- Senior Signs – The board agreed to stick with single sided signs in 2019 but move to double in 2020 at an additional cost. Val will look at broadening the reach of the marketing for the signs by inquiring about the next senior meeting, and marquee.
- Sponsorship was discussed by Meredith, The Highmark grant for \$2500 was received. Nestle also agreed to a \$2500 sponsorship. King Spry also confirmed. Erin and Meredith are following up on the sponsorship emails and receiving a favorable response. We have received to date over \$7,000 and have commitments of nearly another \$3,000.

Governance: Nothing to report.

PR: DJ suggested we add historical annual reports to the website, Val will do this.

Val requested reimbursement for \$120 in Facebook advertising. Jayson motioned for reimbursement, Judy seconded – motion carried.

Old Business:

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Board Member Shirts: The board voted for black shirts. \$21.80 each. Dan motion to approve up to \$500 for the purchase of shirts, Jayson seconded – the motion carried.

Planning Session Review: DJ shared that the board in attendance voted to focus on allocations – Dan will head, technology – Jayson and Tim, and marketing – Val will head. These will serve as focus areas for the 2019 year for the Foundation. These initiatives will report on progress at each board meeting.

- Technology – Tim shared that they are doing preliminary research at this point. Jayson has gained access to a Salesforce trial and he is working on customizing the platform for our purposes to try at a future date.
- Marketing – The first marketing committee meeting will be held May 15. Val is researching costs for collateral an in
- Allocations – Dan shared the committee met and did review allocations as it related to the bylaws. He did say that he found some interesting rules about the allocation of funds in the bylaws regarding personal donations. The overall spirit of the board was to minimize restrictions so that as money comes in we have liberties to allocate as needed given the programs and initiatives to fund. The idea would be to use restricted funds first and foremost. Dan shared a Lions-Follweiler Grant Application Policy and Guideline document that he found to demonstrate the concept well. The committee’s goal is to create similar guidelines for the allocations of restricted and unrestricted funds.

New Business:

The Press Banner Ads in the Sports section – top of page - \$203.80 – they design the ad space 9.8888”x2”.

Northwestern Lehigh High School special graduation edition for the Northwestern Press newspaper

24 left the cost is \$229.20 – Northwestern Students, 4 lines of copy under that students photo in the graduation edition

Val motioned, Just seconded – the motion carried.

Jayson motioned to adjourn the meeting at 8:44, Meredith seconded – motion carried.