

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for April 6, 2020**

Members Present: Jeff Zellner, DJ Wolbert, Tina Talago, Steve Prange, Meredith Prange, Dan Macaulay, Erin Vermeulen, Kristin Grim, Judy Henry, Valerie Creitz, Eric Andreus, Jayson Boushell, LeAnn Stitzel

DJ called the meeting to order 7:05 pm and requested any changes to the meeting agenda.

Approval of Agenda: Val motioned to approve; Jeff seconded – the motion carried.

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

COMMUNICATIONS

DJ shared Donor View mailing for fundraising nonprofit software.

Checks for Embassy Bank and Neffs Bank for EITC were received as well as a check from Aetna, Yoder's Heating, American Express and Terraform.

TREASURER: Steve shared the financial report for February through March.

Net fundraising included income for Tiger Run preregistration and the Sporting Clay sponsorship, miscellaneous income from stadium seats and sponsorships. Over \$1500 was reporting for donations from employee contributions and the district giving campaign.

Expenses for marketing include design fees and the Penn Sports commercials.

Net Assets were \$81,589.27.

COMMITTEE REPORTS

Allocations/EITC: Dan shared the report for the allocations committee which included \$130,000 received to date for EITC funds.

A brief recap of previous allocations commitments was provided and a new request for \$1,475 for the Middle School Makerspace.

\$60,000 was budgeted for unrestricted funding. \$42,401.50 had previously distributed and the recommendations for April include \$23,450 - \$19,250 for the Mini-Grant Program (round 2) and \$4,200 for a High School Library Collaborative Seating and Work Space Project.

Due to the district being shut down, and limited staff, the board agreed to hold off on any votes and funding at this point.

Alumni: No updates.

Fund Development:

Senior Signs – 35 sold – Mertz is still able to provide these unless he runs into a supplier issue due to the shut down. Keeping in touch regularly. Reaching out to admin this week to coordinate a few special deliveries. Orders end April 26

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Multiple opportunities to pick-up signs but all are on school property/at events so we will communicate any changes as needed in early May. We may need to request help with these pick ups. More to come.

- May 13 - Northwestern Lehigh Elementary - 6:30-7:30 p.m.
- May 18 - High School Gymnasium lobby - 2:30-6 p.m.
- May 23 - Tiger Run & Fun Walk, Ontelaunee Park - 8:00-11 :00 a.m.

5K – Many opinions and concerns were fielded about continuing to host the event and potential adaptations. Some ideas included postponing, canceling, adapting to virtual, or waiting to decide later. Jayson made a motion to cancel the in-person event, move the event to a virtual event ideally tied to a specific fundraising need, Val seconded – the motion carried.

Sponsorship – Jeff reported on the sponsorship drive sharing the following sponsorships had been received:

- Terraform Engineering; \$250 General Donation
- Yoder Heating: \$75 for 5K
- Wright Electric: \$150 for 5K and Clay Shoot
- Country Dr. Vet: \$1,000 Bronze Sponsorship
- Highmark: Submitted request for \$5,000 in March. Awaiting approval.

Jeff and Val will work together to modify the content of future sponsorship communications.

Governance: We have received an application for a new board member, Curran Devers. Curran will be attending our next in-person meeting.

PR:

- New opportunity to sponsor The Press special addition for seniors. Last year the Foundation sponsored 24 total. Val motioned to approved up to \$500 for ads; Steve seconded – the motion carried.
- Business DM – Mailed around 3/3
- Residential EDDM – Should mail in the next week or so
- Magnets and Pencils are ready and waiting. We will decide at the end of April how to proceed with distributing.
- Social ads are running for general branding and the senior signs but we turned off the ads for donations and sponsorships temporarily.
- The flyers will be finalized closer to each event so we can capture all of the important details.
- The Penn Sports commercials were completed as Erin shared but no games are being aired of course.

OLD BUSINESS:

The Foundation Summit will now be held virtually.

NEW BUSINESS:

- The board discussed new challenges for finding within the district given the state of schools/online learning at this time including Wi-Fi, devices/technology (computers but also headsets), and seniors and their missed opportunities. LeAnn will investigate needs and opportunities and get back to us.

Val motioned to adjourn at 8:41; Judy seconded – the motion carried.