

**Northwestern Lehigh Educational Foundation  
Meeting of the Board of Directors  
Minutes for December 7, 2020**

Members Present: DJ Wolbert, Steve Prange, Dan Macaulay, Erin Vermeulen, Judy Henry, Valerie Creitz, Dan Metzger, Jill Krahwinkel, Michael Perinotti, Amy Kinnon, Jeffrey Zellner, Kristen Grim, Tim Lebrecht,

Guests: LeAnn Stitzel

DJ called the meeting to order 7:01 pm and requested any changes to the meeting agenda.

Approval of Agenda: Tim motioned to approve; Erin seconded – the motion carried.

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

### **COMMUNICATIONS**

No communications were shared.

### **TREASURER:**

\$1,195 to be paid to TBL. Erin motioned to approve; Tim seconded – the motion carried. No objections

\$3,137.36 for the 12 Days of Gifts, previously approved via Survey Monkey. An additional \$27.81 in supplies requested for reimbursement. Jayson motioned to approve; Michael seconded – the motion carried. No objections

\$215.04 for reimbursement to Valerie for Facebook advertising previously approved with the marketing budget in August.

Income from the clay shoot and senior signs was reported in addition to general donations from the employee giving program, United Way, Seipstown Grange and Lyons-Follweiler Foundation. Restricted donations for EITC from New Tripoli Bank and Waste Management was received.

Total expenses of \$8,904.26 included for payment to Comfortek for board member shirts and the teacher giving campaign t-shirts, credit card fees and Bloomerang as well as payroll.

The cash balance of \$174,538.07 and committed allocations of \$88,000 leave us with net assets of \$86,538.07.

### **COMMITTEE REPORTS**

#### **Governance:**

- Employee Handbook – DJ reminded the board members to submit their handbook signatures.
- Resignations – Tim announced that he would be stepping away from the board at the end of 2020 after serving on the board for 10 years. Tim expressed his gratitude and appreciation for the board and the mission.

**Allocations/EITC:** Dan reported that the renewal for the EITC participation is due and he will connect with Amy to get the renewal submitted.

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Dan reminded the board that we had previously voted electronically to fund \$70,000 for whiteboards once EITC funds were accrued. At this point Steve will issue the check/funds to the district for these.

The Lyons-Follweiller grant for \$5,000 was received for the KMI project. Dan asked for a motion to allocate those funds to the district for the project. Tim motioned to approve; Val seconded – the motion carried. No objections.

**Alumni:** Charlene and DJ spoke about the Alumni Association and it sounds like the group is relatively inactive right now.

**Fund Development:**

- Clay Shoot – This year’s event was remarkably successful with 118 participants, record breaking attendance. Income of \$10,290.20 was reported. It was a smooth event despite the large participation and Amy’s leadership and coordination was commended.
- Giving Tuesday – The Foundation coordinated a couple of emails and social posts including a donation form through Bloomerang. Overall, the coordination and implementation was easy and successful though it wasn’t a super big campaign. Only a small number of donations were received for a total of \$472.33.
- 12 Days of Gifts – The holiday raffle is well underway. Amy reviewed the campaign as a whole and encouraged board members to like and share the event and encourage participation. By selling out we would profit approximately \$200 on each day.

**PR:**

- Annual Report – The draft for the 2020 annual report will be sent to the board this week for review. Val is continuing to work through the details of the calendar year vs fiscal year.
- Sponsor ad – The full-page color ad ran in The Press in November. Val will share it on social media in the coming weeks.
- Senior Signs – The senior signs are up for sale and being promoted on social media. We’ve already received more than a dozen orders.
- Penn Sports Radio – Scott our contact there has left Penn Sports Radio and now has a new business Eastern PA Sports Network and is taking our agreement with him. His new website will be up soon, and he will be continuing to promote the Foundation. Erin will follow up to understand if Scott will be covering all Northwestern event.

**Development Director Update:**

- Bloomerang – Bloomerang training was held and recorded. Amy is actively using it for sponsorships, data, and giving forms. DJ highlighted the amount of information and data available in Bloomerang which is incredibly value for the Foundation’s growth.
- Annual Sponsor Campaign – This will be Amy’s primary focus at the turn of the year/post 12 Days of Gifts. We will be updating the sponsor bracket and form and making a list of businesses we want to pursue. Amy asked the board for any feedback on local businesses that may be an opportunity. Amy will coordinate with Jeff and Curran on this initiative.

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- 2021 Goals – At Amy’s 3-month review, DJ, Val and Erin worked with Amy to set goals for 2021 and she shared them with the board as follows:

	2019	2020	Goals for 2021	
Sponsorship	\$19,750	\$9,316	\$25,000	
Events	\$30,413	\$20,868	\$32,000	*overlap with sponsorship goal
Grants	\$4,452	\$5,000	\$10,000	
Annual Giving Campaign (see below)	\$9,150	\$15,123	\$17,000	
EITC	\$140,500	\$125,000	\$140,000	
	6 participants	4 participants	Existing + 1 new	
		Total	<b>\$224,000</b>	
<b>Breakdown of Appeals</b>				
	<b>2018-19</b>	<b>2019-20</b>		
In Memorium	\$284	\$2,490		
Amazon Smile	\$334	\$230		
General Donations	\$5,195	\$2,800		
United Way	\$3,337	\$7,276		
Employee Giving Campaign		\$2,327		
<b>Total Annual Giving Campaign</b>	<b>\$9,150</b>	<b>\$15,123</b>		

- Annual – At Amy’s 3-month review, DJ, Val and Erin worked with Amy to set goals for 2021 and she shared them with the board as follows:
- Jayson motioned to accept, Val seconded, motion carried. No objections.

**OLD BUSINESS:**

- Updated committee members – This was reviewed last meeting and DJ shared the updated chart.
  - Marketing/PR – Valerie Creitz, Erin Vermeulen, Kristin Grim, and Jill Krahwinkle
  - Fund Dev – Erin Vermeulen, Jayson Boushell, Judy Henry, Curran Devers, Steve Feinour, Kristin Grim
  - Allocations – Dan Macaulay, Dan Metzger, Jeff and Clare
  - Governance – Steve Feinour and DJ Wolbert
  - Finance – Steve Prange, Steve Feinour and Michael Perinotti

**NEW BUSINESS:**

- Amy shared that we are planning a campaign for February – an additional \$600 is requested for paper and envelopes, as well as additional magnets. Amy and Val will solidify the plans and provide an in-depth write up for the board to review along with a virtual vote.
- An additional request for \$150 for rack cards to leave behind at businesses was made. Erin motioned to accept, Judy seconded, motion carried. No objections.

Val motioned to adjourn at 8:57; Erin seconded – the motion carried.