

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for February 1, 2021**

Members Present: DJ Wolbert, Dan Macaulay, Erin Vermeulen, Judy Henry, Valerie Creitz, Dan Metzger, Jill Krahwinkel, Michael Perinotti, Amy Kinnon, Kristen Grim, Jayson Boushell, LeAnn Stitzel, Steve Prange

DJ called the meeting to order 7:01 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: Judy motioned to approve; Michael seconded – the motion carried.

COMMUNICATIONS

No communications were shared.

COMMITTEE REPORTS

Governance:

Still one open board position that we are looking for a suitable candidate for.

Alumni: Charlene and DJ are staying in touch but nothing new to report.

Fund Development:

- 12 Days of Gifts – The holiday raffle did take place and sold out. It was a successful event, raising \$2,248 dollars. 134 different participants in the raffle, 44 new follower and 38 likes on FB and 20 new IG followers. We received lots of anecdotal positive feedback. We are looking at extrapolating this concept for future initiatives.
- Giving Tuesday – This was the first year that we really pursued this as a potential opportunity via email and social. We did raise over \$470 and believe it is an opportunity to grow in the future.
- Senior Signs – We are actively selling and promoting the senior sign sale. We have sold approximately 40 signs to date.
- 5K/10K – The planning for the annual 5K/10K is underway. We are planning for an in-person event with a virtual option and virtual contingency plan. Amy is working on the event sign-up within Bloomerang using GiveButter so that we can also leverage the participants as a pledge event. The park has been confirmed and we are waiting to hear from Comfortek about shirt sponsorship. Amy and Jayson are working with Pretzel City for potential staggered start solutions.

TREASURER:

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Val sent Steve P. and DJ a request for reimbursement for preapproved marketing expenses including Facebook ads and GoDaddy website renewal. These were approved as part of the marketing budget in August 2020.

Net fundraising income of \$3,483.73 included the 12 Days of Gifts and Senior Signs. Total donations of \$3,744.12 included employee giving and Giving Tuesday as well as EITC from Weis. Total income was \$7,296.32.

Total expenses of \$12,161.16 included payment for our tax return and financial statement, annual press ad, FB advertising, PayPal and Stripe expenses, Bloomerang recurring fees, the purchase of magnets and payroll.

The cash balance of \$169,673.23 less \$88,800 of committed allocations for net assets of \$80,873.23.

Steve will issue the check for the smart boards, \$70,000, approved under EITC funding during the October board meeting.

Allocations/EITC:

Dan confirmed that he and Amy resubmitted for approval under the EITC program. Year to date we have received \$111K from New Tripoli Bank, Waste Management and Weis.

Under restricted funds for EITC, \$70K had previously been funded and the recommendation from Allocations is to fund an additional \$22,850 - \$10,000 HS Broadcasting Studio, \$2,850 Elementary Broadcasting Studios, and \$10,000 Model Based Inquiry Project (not a full disbursement per request).

Under unrestricted funds, we have budgeted for \$50K and have already disbursed \$45K in our fiscal year for the camera and microphones, as well as software in August 2020.

There will not be any mini-grants during this fiscal year and with only a handful of mtgs before the end of our fiscal year, the allocation committee

Dan motioned to accept, Erin seconded, motion carried. No objections.

Dan also shared that volunteer, Clare Coupe-Scott has announced her departure from the committee. The committee is down to just three members and would welcome additional participation.

PR:

- Annual Report –
- Monthly Report – Val shared a monthly report with the board and will email it following the meeting. The report shares several key metrics for monitoring the Foundation's social presence and campaign.
- Penn Sports Radio – Erin has been diligent with trying to navigate the situation with the two potential vendors. At this point the Foundation is in part receiving more than intended as both channels are promoting the Foundation. We do have an opportunity for an interview with Penn Sports Radio. In March we will need to reevaluate our contracts. The district has not yet committed to any one business.

Development Director Update:

- Share the love – As soon as schools reopen, we will be distributing the magnet and flyer to students K-8 and launching the share the love campaign. The campaign includes an email to teachers/staff to share the love and a giveaway that will encourage sign-up to our newsletter for entry to win a family date night package. The goal is

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to grow our social presence and newsletter list, as well as communicate opportunities to support the Foundation's mission. Amy requested approval of a \$50 gift card as a raffle for teachers/staff. Dan Macaulay motioned to accept, Dan Metzger seconded, motion carried. No objections.

- Annual Sponsor Campaign – The sponsorship bracket and form have been updated and Amy has begun to reach out to potential sponsors. Jeff and Curran are also helping Amy by reaching out to former sponsors.
- Quotes for Good – Shawn Leh, the local State Farm agent in Fogelsville, and a resident of the district, has approached the Foundation about a Quotes for Good fundraiser. They will donate \$10 for any quote during the promotion timeframe. No obligation for those getting a quote. Amy will share more details in the future as we learn more about the opportunity.

OLD BUSINESS:

- Just a brief reminder that we have an open board position and that we would like to fill that as soon as possible.

NEW BUSINESS:

- Annual brainstorm being planned for some time mid-March.

Val motioned to adjourn at 8:23; Judy seconded – the motion carried.