

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for June 7, 2021**

Members Present: DJ Wolbert, Erin Vermeulen, Judy Henry, Valerie Creitz, Amy Kinnon, LeAnn Stitzel, Dan Metzger, Jill Krahwinkel, Michael Perinotti, Jayson Boushell, Jeffrey Zellner, Kristin Grim

Guests: Leslie Frisbie, Shawn Leh

DJ called the meeting to order 7:00 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; Erin seconded – the motion carried.

COMMUNICATIONS

Leslie Frisbie, presented to the board about the impact of charter schools on the district. The district has taken an advocacy position on the topic not against charter schools but from an educational perspective. A few handouts were provided to give the board insights including current reform proposals, the charter law, and numbers related to the impact of these issues on the district and funding.

COMMITTEE REPORTS

Treasurer:

Michael shared financials through May 21. Total net fundraising of \$6,395.95 included income for the 5K, Sporting Clay and Golf Tournament, as well as the countdown to summer raffle and the senior sign sale.

General donations of \$1894.56, sponsorships of \$12,015.30, plus \$22.60 in interest for a total income of \$20,328.41.

Expenses included charity registration, marketing, payroll, and the teacher appreciation food trucks event(s) for a total of \$8558.32.

With no allocations, our cash balance was \$104,158.81.

A 2021-2022 budget was also presented which included a 10% income growth while holding expenses flat.

With these numbers in the budget, and the previously disclosed plan to have a cash balance of \$65,000 the total allocations proposal would be \$120,000 EITC and \$160,363 for a total allocation of \$280,363.

Next steps are to look at the numbers in a bit greater detail to consider events where the expenses are more variable and growing expenses.

5K expenses paid on site included pretzel city sports, the trophies, and the bibs. To be paid is a \$200 donation to the ambulance corp, \$60 reimbursement for Amy, signage with Fast Signs \$233.50 and \$1476 to Comfortek for shirts. Total of \$1969.50. Judy motioned to approve; Jill seconded – the motion carried.

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Governance:

After the August mtg Judy Henry will be stepping down. Which leaves two open positions on the board. We really want a full board so we want to strategically fill these seats.

Shawn Leh, of the local State Farm Agency is on the call this evening to observe a board meeting with the consideration to join the board.

Allocations/EITC:

Though Dan could not attend this evening he did send out a wonderful and informative presentation on allocations. DJ recommended that everyone review this information. Of note are the charts which illustrate where the funding has been going and totals per year.

Alumni: Nothing new to report.

Fund Development:

Erin presented a few charts to report on fundraising for senior signs, 5k, and sponsorships.

- Senior Signs – We 104 in 2021 for a total profit of \$1,742 up significantly from two years ago when profit was just under \$500.
- 5K/10K – The goal for 2021 was \$9K profit with 160 participants, both we surpassed – 161 participants for \$9261 in profit. Given added expenses and the terrible weather this is a huge victory.

Summer Raffle – 11 Days of summer countdown June 1-11. It is not going nearly as well as the holiday countdown – not selling out. Amy encouraged the entire board to share the raffles as much as possible to help it sell out.

Golf Tournament – the next event is the golf tournament in August. OHGC has shared with us that the costs will be increasing this year, we have been undercharged substantially in years past. Cost for participation will be close to \$100 per person including OHGC expenses and add-ons. The fund development team is proposing registration cost increases to \$120 in June, \$130 in July and \$140 in Aug. Val motioned to approve; Jill seconded – the motion carried.

A preliminary forecast for the event included 75 golfers (goal up from 65) and Amy proposed a budget of \$120 per golfer. Jayson motioned to approve; Judy seconded – the motion carried.

Promotion of the event can start as soon as possible.

PR:

- Press Senior – The Press insert was in this past week
- Penn Sports Radio – Erin is still working to coordinate a future agreement.

Development Director Update:

- Annual Sponsor Campaign – The goal for this year was \$25,000 which we have exceeded – current total is \$30,750. We are also tracking new sponsors and repeat sponsors, so far this year it is an even split. This does not include many sponsors for the golf tournament or clay shoot. Amy continues to solicit businesses for sponsorships. Amy asked the board to let her know if we know anyone in the district who owns a business to try to make an introduction.

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- Staff appreciation went very well! There has been an influx of cards and letters of appreciation, plus social media interaction which was awesome.

OLD BUSINESS:

- Annual Strategy Session – DJ reviewed the actionable items from the mtg:
 - Finances – We began reviewing the financial budget and will finalize that at the next meeting.
 - Reporting – Including finances in terms of the statements, event budgets/successes, reporting against goals and annual growth/change rates, sponsorships/donors and more.
 - Financial Software – Amy, Mike and Steve are reviewing options for proposal at the June meeting along with the budget. Preliminarily they would recommend QuickBooks online as the solution solicited through TechSoup. The formal recommendation with budget will be handled at the next board meeting.
 - Goal Setting – In the last quarter of the year we will review and set goals, in participation with the committee heads.
 - District Partnership – Officers will continue to meet with administration twice annually.
 - Alumni Association – DJ will be reaching out to Charlene to understand challenges and their path forward.
 - Donors Choose – Amy will be researching Donors Choose and reviewing this with Dan Macaulay and Erin

NEW BUSINESS:

- Night in the Country – August 21. The cost to register for a booth is \$50. Val motioned to approve the cost to register, Dan seconded – the motion carried.
- DJ recommended that our next meeting be held Monday, August 2 at Ontelaunee Park.

Erin motioned to adjourn at 8:50; Val seconded – the motion carried.