

**Northwestern Lehigh Educational Foundation
Meeting of the Board of Directors
Minutes for October 4, 2021**

Members Present: DJ Wolbert, Erin Vermeulen, Valerie Creitz, Jill Krahwinkel, Michael Perinotti, Jeff Zellner, Jayson Boushell, Dan Macaulay, Amy Kinnon and LeAnn Stitzel

DJ called the meeting to order 7:04 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: Val will adjust the prior meeting minutes with Dan motioned to approve; Jill seconded – the motion carried.

COMMUNICATIONS

Nothing to share or report.

COMMITTEE REPORTS

Treasurer:

Michael shared the financial summary ending in September, with a cash balance goal of \$91,109.05.

Total income of \$7,371.65 included general donations, sponsorships, restricted donations, and net fundraising. Included in the net fundraising is the income from the Eight Oaks event and the refund from the Photo Booth which was unused.

Expenses included PR/Marketing, General Administration, Payroll, and Insurance (annual), totaling \$10,591.68.

Allocations include a Kami plug-in for \$5,000.

For the fiscal year there is also a committed allocation of \$4,200 so the net assets for the fiscal year are \$86,909.05.

Regarding the NWLEF annual insurance, Dan asked if we should allocate the rider expense to the event vs our annual numbers. We did find that a separate bill was received for \$245 for the clay shoot that needs to be paid and this will be allocated to the event.

Bills for payment include Amy Kinnon's expense report as well as expenses for the clay shoot, all previously approved.

Governance:

Board member responsibilities originally prepared and shared last August, should be reviewed and signed by all. DJ shared a reminder that despite adding a Development Director our responsibilities as a board haven't changed. Everyone was reminded to sign the document and submit it to Val who has volunteered to collect and organize these.

There are currently 3 open board positions.

Commented [VC1]: Separate vote

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Officer Elections - Val opened the floor for all nominations for officer positions.

- President - DJ Wolbert, nominated by Jill Krahwinkel, DJ accepted.
- Vice President – Valerie Kile, nominated by DJ Wolbert, Valerie accepted.
- Secretary – Jill Krahwinkel, nominated by Valerie Kile, Jill accepted.
- Treasurer – Michael Perinotti, nominated by Steve Prange, Michael accepted.

Val motioned to close nominations; Erin seconded – the motion carried.

Dan motioned for a unanimous vote for all officer nominations; Jill seconded – the motion carried.

DJ Wolbert then announced that this will be his last year accepting a nomination for the Presidency. He also thanked Dan and Steve for their time in their offices.

All newly elected officers will need to go into New Tripoli Bank to be able to sign for future checks.

A general discussion was had about the succession of officers, committee heads and open positions.

Allocations/EITC:

Dan provided an update for allocations including EITC, restricted and unrestricted funds. He also clarified the need to separate the restricted funds – which includes grants – as the Development Director champions soliciting grants.

Further discussions were had regarding grants and the potential need to have grants communicated with the board in advance of submission. A few thoughts were shared regarding a preapproved project pipeline, communicating to the board for objections only and concerns about timing. DJ suggested the allocations committee could make a recommendation for a process that would work and until then we would utilize Survey Monkey in between meetings as needed.

Allocation of restricted funds – income of \$4,200 for the Lyons-Follweiler grant, was restricted and distributed for the collaborative seating.

Unrestricted funds – distributions of \$275.76 required as a previously approved additional expense for the collaborative seating.

Teacher mini-grants will be championed by Clare again this year and will roll out in October. Two rounds will be accepted. Val will update the website to include the new dates.

Alumni: Nothing new to report.

Fund Development:

Erin shared the fiscal year summary for all fundraising events. 2020-2021 was up 34% over the prior year and just over 9% from 2018-2019.

- Golf Tournament – The event was a success – 82 participants, \$14,711 in income.

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- 8 Oaks – The back-to-school night was well received and a fun event. \$931 income. It was a good opportunity to meet and discuss board positions and sponsorship with community members.
- Clay Shoot – Closing in on the event, we need signups for volunteers and food/lunch. We are also well behind our normal registration numbers.
- Winter Raffle – We have discussed not doing the 12 days of gifts this year and have discussed the potential of doing a Disney vacation raffle. Potentially hold the raffle in early 2022. Erin motioned for \$1000 credit and up to \$5000 vacation package, Val seconded – the motion carried. The fund development committee will structure the raffle and communicate it with the board at the December meeting.
- 2022 Sponsorship Program – The new sponsorship program was outlined and presented for board approval. The new program separates annual (calendar) sponsorship and event sponsorship, creates clear upsell opportunities and deadline for annual sponsorship (May 7). The board discussed renaming the annual sponsors to Foundation Partners. Jill motioned to close nominations; Michael seconded – the motion carried.

PR:

Val shared that the Google Grant Ad campaign is live

- Sponsor event - The sponsor event is scheduled for November 10 at Thunderhead Lodge from 6-8PM. Amy had emailed an invite list for feedback to the board. Invites will hopefully be sent in the coming weeks. We are also coordinating with the school for student or teacher participation to demonstrate funding in person at the event. Goal for attendance is 75 people.
- Annual report – Val will be sending out the annual report for feedback.

Development Director Update:

- Giving campaign – This year 19 staff/teachers elected to participate in the program. Projected income is just over \$2,100.

Commented [VC2]: Amy – numbers?

Commented [VC3R2]:

NEW BUSINESS:

- December 6 meeting – We will have dinner before our meeting. The location to be determined later.

Erin motioned to adjourn at 9:12; Jill seconded – the motion carried.