

**Northwestern Lehigh Educational Foundation  
Meeting of the Board of Directors  
Minutes for October 5, 2020**

Members Present: DJ Wolbert, Steve Prange, Dan Macaulay, Erin Vermeulen, Judy Henry, Valerie Creitz, Steve Feinour, Dan Metzger, Jill Krahwinkel, Michael Perinotti, Amy Kinnon

Guests: LeAnn Stitzel

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

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

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

### **COMMUNICATIONS**

DJ first thanked Steve and Meredith for hosting the board meeting given the current situation, as well as Erin and Valerie for the hiring and training of the Development Director, Amy Kinnon.

Amy Gramh communicated a request for support for the expansion of internet coverage in Lynn Township. The request was not for financial support. Steve F. also shared comments from the township perspective concerning the matter which essentially is at the local government and business level.

**TREASURER:** Steve shared the financial report for Aug-Sept.

Golf tournament fundraising income was received along with income for the upcoming sporting clay event, and expenses for these events were paid. General donations of \$3,905.58 and sponsor donations of \$3500 brought the total income to \$8,063.35.

Total expenses of \$10,347.50 included insurance, PR/recruiting, payroll, and general and administrative expenses.

Allocations of \$45,000 as voted on during the August board meeting for the purchase of online curriculum, microphones, and cameras for each classroom in the district.

The cash balance of 9/30/2020 was \$64,241.97.

DJ also discussed and shared with the board that Amy has set up an expense sheet for ongoing expenses related to normal operations such as or including event giveaways, printing, etc.

Steve requested reimbursement for Amy of \$102.13 - \$91.13 for ink and postages stamps \$11.00.

Val motioned to approve; Erin seconded – the motion carried.

### **COMMITTEE REPORTS**

#### **Governance:**

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

**Northwestern Lehigh Educational Foundation**  
**Meeting of the Board of Directors**  
**Minutes for October 5, 2020**

President - DJ Wolbert, nominated by Dan  
Vice President – Dan Macaulay, nominated by Valerie  
Secretary – Valerie Creitz, nominated by Erin  
Treasurer – Steve Prange, nominated by Judy

DJ motioned to close nominations; Judy seconded – the motion carried.

DJ cast a motion for a unanimous vote for all officer nominations.

A general discussion was had about the succession of officers in anticipation of future turnover.

- Employee Handbook – Since the last board Erin worked with NCR to develop an employee handbook which was shared with the board prior to the meeting for review. Some items covered within do address potential future concerns as opposed to current concerns, but it does have valuable and relevant information for both employment and board member positions.

Val motioned to accept the employee handbook with modification to the term employee to be inclusive of the volunteer board members; Steve P seconded – the motion carried.

All board members must review and sign the handbook and email to Steve F.

**Allocations/EITC:** Dan reported that to date no EITC funds have been received for this fiscal year however we have received communication that New Tripoli Bank has committed \$100,000 which we anticipate receiving before the next board meeting.

Although no funds have been paid to date as EITC allocations the board voted electronically to fund \$70,000 for the whiteboard project as soon as the funds are received. A minimum additional \$10,000 will need to be funded to satisfy EITC program requirements.

The teacher mini-grant is on hold for now as the allocations committee previously funded \$45,000 to satisfy needs of the district.

The Lyons-Follweiler grant application has been submitted and we are waiting to hear about the application which we have discovered is run twice a year.

**Alumni:** No updates. Valerie will reach out to Charlene to make an alumni connection.

**Fund Development:**

- Giving Campaign – The giving campaign was communicated early last week to all teachers and staff, to date – potentially just over 10 participants, and the deadline will be this Friday. Amy will investigate whether there are any repeated givers.

**Northwestern Lehigh Educational Foundation  
Meeting of the Board of Directors  
Minutes for October 5, 2020**

This campaign has not felt very fruitful so the board discussed ways that we can learn and grow this campaign in the future. We acknowledged that this year there are a lot of variables but also discussed the overall lack of participation and perceived support from teachers and staff. Dan Metzger also suggested for next year to promote or include a team approach.

- Clay Shoot – The annual event will be held Oct 25 at Lehigh Valley Sporting Clays. Current participation is just over 40. Amy had sent a sign-up genius for volunteer participation and will resend this week and is working on getting the participant gifts together. Valerie will promote the gun raffle and be sending a second email invite out. Amy will also be visiting the LVSC to confirm and assess COVID protocols in place.

Amy requested reimbursement of \$246.25 for the trophy plaques, Cabela gift cards and paper bags for the event.

Val motioned to approve reimbursement of \$246.25, Steve F seconded – the motion carried.

Val motioned to approve up to \$600 for clay shoot participant gifts, Judy seconded – the motion carried.

- Recent donations (Crocco, Andersons, Hickman, King Spry) –

**PR:**

- Annual Report – Val asked everyone to review the annual reports and send any feedback or recommendations her way. The goal is to have the annual report ready for late November.
- Sponsor ad – A full page color ad will be placed in The Press in November that showcases and thanks all Foundation sponsors. The board should expect to receive and review the draft in the coming month.
- Emails & Google Drive – A Google Non-Profit G Suite has been set up and all board members now have @nwlef.org email addresses. For account administration and access issues contact Val. In the coming month all Drive files will be moved from the existing Drive account to the new G Suite account and Val will communicate that migration.
- The marketing mtg will be held Tues the week following fund dev ongoing beginning Nov 24
- Senior Signs – Val reached out to Leroy Bogert and Mertz Signs for pricing and coordinating efforts, as well as Aileen regarding hand-out and senior communications.
- Business Cards and Thank You Cards were purchased and available for the board as they communicate and reach out to community and business members.

**OLD BUSINESS:**

- Bloomerang – The data was compiled from various sources including treasury reports, Constant Contact, and more, and sent to Bloomerang for import. After the initial import we will review and test the data. Training will be communicated in the near future. Good news is that this has already exposed a larger number of contacts however it is larger than the contract we had previously negotiated. We will need to increase our package to accommodate 1,000 contacts (as opposed to 500) and will reduce the contact list by removing contacts we have not had touchpoints with in the last several years.

Steve motioned to approve upgrading the Bloomerang account for an additional cost of \$800 for the year, Erin seconded – the motion carried.

- Updated committee members – a general review of all committee members was completed.

**Northwestern Lehigh Educational Foundation  
Meeting of the Board of Directors  
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- Marketing – 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, Tim Lebrecht and Clare
- Governance – Steve Feinour and DJ Wolbert
- Finance – Steve Prange and Michael Perinotti

**NEW BUSINESS:**

- Sponsor program – We are preparing to kick off the new year sponsor drive including the annual report and sponsorship documents.
- DJ shared briefly with the board how things have been progressing with Amy as the new Development Director.
- The annual sponsor event typically held in November will not be held but we will reconsider the opportunity for Q1 of next year as a sponsorship drive opportunity.
- Amy presented a potential fundraiser – an online raffle – potentially for the holiday season. The fund development committee will discuss the opportunity at their upcoming mtg.

Val motioned to adjourn at 9:17; Erin seconded – the motion carried.