

MEETING MINUTES OF THE BOARD OF DIRECTORS

December 11, 2023 @ 5:30 PM

MEMBERS PRESENT:

Valerie Kile, Michael Perinotti, Jeff Zellner, Jim Warfel, Clare Coupe Scott, Sarah Halpin, Michelle Kaschak, Amanda Smith, Erin Vermeulen, Greg Kuhn, Joe Velarde, Amy Kinnon, Dan Macaulay, Kristen Grim.

Guests: None

CALL TO ORDER/APPROVAL:

- Call to order 5:43 PM by Val.
 - Claire motioned to approve the agenda, Amanda second. All in favor. Motion passed.
- [Approval of prior meeting minutes](#) are available on Google Drive.
 - Amanda motioned to approve the prior meeting minutes, Erin second. All in favor. Motion passed.

ANNOUNCEMENTS/COMMUNICATIONS:

- Clare got a new job.
- Val's baby is two months old. Out of office email response to stop soon.
- Old Business
 - Tree lighting- foundation was able to be represented even with the date switch; we should continue to participate. We got new emails from the photo booth for the newsletter sign-up.
- New Business
 - Strategic planning- March; survey coming out for the date; plan will be to set goals for the next year; Question raised if we should set goals first and then discuss at strategic planning meeting? Goals will be added as an open box on the date survey. Think about a 3-5 year strategic plan.

Treasurer:

- Bills for payment- Amy has some reimbursed board members for pre approved expenses, no vote needed.
- Financial Summary October-November 2023:
 - Total Income: \$105, 546.29
 - Total Expenses: \$11,552.99
 - =Ending Cash Balance \$144,396.46
 - See summary outlining all areas in detail: [Financial Summary November](#)

Committee Reports:

Allocations

- [Committee Report](#)
- Harry Trexler Grant submitted for \$155,000; notification is April/May
- Submitting music grant in January
- Foundation hit the \$2 million mark for donations

Finance

Next Meeting:
February 12, 2024 - 5:30-7:30
Administration Building

- Nothing new to report
- Follow up on credit card option for payment during the next two months

Events - [Latest Meeting Notes](#)

- Golf Event: look at options to increase fees to avoid large jumps to attendance cost
 - Consider options to lower cost; perhaps take out breakfast
 - Do we need to stay at Olde Homestead? Consider other options for 2025 and beyond.
 - Finding funding from more sponsorships would make the event more profitable.
- Clay shoot was very successful; October 20, 2024 for next year
 - Discussion:
 - Is this venue and event still something we want to do as a foundation?
 - There is not another venue in the LV for this type of event.
 - Taking a stance of not holding an event is taking a stance.
 - When is this hindering the mission of the foundation? Or do we try to recognize what is best for the foundation?
 - Are we politically neutral by holding an event there?
 - Virtual vote will be sent out to make a decision about putting a deposit down for next year.
- Cornhole marketing is just starting. Look for sign ups to volunteer after the holidays.
 - Looking at adding Venmo as a payment option.
- 2024 Events Dates-SAVE THE DATE
 - Cornhole-Saturday 2/24 @ Middle School (snow date Sunday 2/25)
 - Tiger Run & Fun Walk Sunday 5/19 @ Ontelaunee Park
 - Golf Tournament-Friday 8/9 @ Old Homestead Golf Course
 - Clay Shot-Sunday Sunday 10/20 @ Lehigh Valley Sporting Clay
- Marketing - [Latest Meeting Notes](#)
 - [Tiger Takeovers](#)-continuing to host one a month
 - January: Urban Air
 - February: Ridgeview
 - March: Blue Mountain
- Community Engagement
 - [Student Ambassador Program](#)- Meeting in the next few weeks.
 - [Staff Advisory Group](#)- Send a draft of event information about cornhole to send to teachers.
 - Alumni Update- Alumni is disbanding; Justine would still like to manage Facebook group; alumni website page (no one can access right now); looking for foundation alumni volunteers to spearhead our outreach in this area
 - What is needed? Alumni tailgate with football; marketing and social media to get alumni at events like the Tiger Takeovers; engage the older alumni and younger alumni who don't live in the area
- Executive
 - Open Board Positions
 - Application for the board: No feedback or concerns on the candidate.
 - Jim motioned to approve, Clare seconded, All in favor, motion passed.

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- New board member will be notified and set up with email, etc.
- Development Director
 - Donor event: Very successful event; Amy followed up with everyone during and after the event.
 - Date will be moved to a Tuesday next year to avoid conflict with school board meetings.
 - Short PowerPoint presentation helped people understand more of what the foundation does.
 - Having a teacher or student speak would be a helpful addition.
 - Valerie will share the annual report for board members to send out.
 - Goal Tracking Update -board members are encouraged to [visit Bloomerang](#).
 - Metric Tracking for Interactions
 - Annual sponsorships: Goal is \$50,000, Current is \$7,583 or 15% of our goal; verbal commitments are at \$23,000, which is 46% of our goal.
 - Event fundraising goal is \$38,390, currently at \$22,847 or 60% of our goal.
 - General donations currently \$7,323 (44% of our goal)
 - Restricted donations \$140,000; currently at \$110,000 (70% of goal)
 - At 60% of our overall goal for the year
 - New partners: Bob Cauley & Opus Financial Partners, Community Bank as Bronze sponsorship, Working on NFI Warehouse, Country Doctor upgraded their sponsorship after donor event
 - Amy needs contacts at the warehouses or Jaindl- please share with her any names you know.
- Adjournment
 - *Claire motioned to adjourn the meeting @ 7:35 PM, Amanda seconded, all in favor—motion passed.*

Next Meeting: Monday, February 12, 2024 at 5:30 at the administration building

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