

## MEETING MINUTES OF THE BOARD OF DIRECTORS

February 12, 2024 @ 5:35 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, D.J. Wolbert, Katie Straughn, LeAnn Stitzel

Guests: Justina Brazina Bachman and Nancy Zellner from Alumni Association

### CALL TO ORDER/APPROVAL:

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

### ANNOUNCEMENTS/COMMUNICATIONS:

New Business: Welcome to Katie Straughn our newest board member, 2003 NW Grad

Old Business: Review of January e-vote for Clay shoot deposit; have to redo vote because of incorrect number

Strategic planning meeting on March 11, 2024 at Rock Cabinets in New Tripoli

#### Alumni:

We had two guests from the Alumni Association with us tonight to talk about how the two groups can work together. More information coming in the next few months.

#### Treasurer:

- Bills for payment- Cornhole t-shirts \$324 total cost for 18 shirts; approved in budget only to \$300, so we need to vote for a \$24 approval
  - Joe motioned to approve; Clare seconded; all approve
- Financial Summary December 23-January 24:
  - Total Income: \$36,171.30
  - Total Expenses: \$11,649.27
  - Ending Cash Balance = \$152,818.49
    - See summary outlining all areas in detail: [Feb 24 financial summary](#)

### Development Director Update

Annual sponsor goal of \$50,000; we are at \$21,616 or 43% of goal; additional sponsors coming with just under \$40,000 committed

Event- at 74% of goal for the year; Senior signs 50 signs already sold

General donations- 61% of goal

Restricted donations- \$111,500 which is 83% of goal

Overall: \$244, 890 we are at \$171, 716 or 70% of our total for the year

#### Next Meeting:

*Strategic planning, March 11, 2024 5:30-7:30 at Rock Cabinets in New Tripoli  
Regular Board Meeting April 8, 2024 5:30-7:30 at Administration Building*

## Sponsorship and Partnerships

Creative Kids new annual partner- Silver level  
Mary Ann Wright Consulting- Cornhole tournament  
Wright Electric- Cornhole tournament  
Dan's Camera- sponsor in trade  
K and H custom window treatments- sponsor for cornhole  
Northwestern Chiropractic- sponsor for cornhole

Neffs and Embassy have not come through yet with EITC funds, but it is typically soon.

## Committee Reports:

Community Engagement

Committee Report:

Alumni:

Moved up for guests from Alumni Association  
Alumni meetings fell apart with Covid  
Alumni meeting in March; planning for a reunion  
Looking for board members  
Hoping to give \$2000 for teacher mini-grants  
DJ asked how NWLEF could help Alumni; Val created social assets to post when Alumni needs them.  
NWLEF will work on creating a liaison between alumni and the NWLEF  
Alumni bylaws are written for 11 board members; but they need to see who wants to stay on  
The overall goal is increased collaboration between both groups.  
Meeting notes here: [Alumni Mtg Notes](#)

Student Advisory: [Student Ambassador Program](#)- Next meeting on Feb 20

Staff Advisory: Utilize as a conduit and spread information about our events [Staff Advisory Group](#)

## Allocations

- [Committee Report](#)
- Will review EITC and teacher mini-grants
- Completed a grant for a piano studio at the middle school

## Finance

- Nothing new to report

## Events - [Latest Meeting Notes](#)

- Met in January
- Next event: Cornhole is next event; only at 29 registrations; raffle items (Iron pigs, Dorney Park, Bear Creek, Phantoms, etc.)
- Clay shoot another vote needed
  - Met with Shelby and Lori; what is the 5 year commitment they want? Just to get it on the calendar. No financial commitment involved.
  - Discussed political signage at events; the owner of the LV Sporting Clays will do what he likes and will have signs up.
  - We need to approve the cost \$2352 (only had \$1200 in the e-vote)

### *Next Meeting:*

*Strategic planning, March 11, 2024 5:30-7:30 at Rock Cabinets in New Tripoli  
Regular Board Meeting April 8, 2024 5:30-7:30 at Administration Building*

- DJ Motioned to approve; Jeff seconded; motion passed
  - Golf Event: look at options to incrementally increase fees to avoid large jumps to attendance cost
    - Food costs are unclear.
  - Next event is the 5k to start making plans.
  - 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 10/20 @ Lehigh Valley Sporting Clay
- Marketing - [Latest Meeting Notes](#)
  - [Tiger Takeovers](#): successful event at Ridgeview; but Urban Air was not as well attended as hoped; weather may have played a part.
  - Suggestion for table tents with QR code linking to event page to avoid remaking them every time.
  - Please share events online and attend if you can.
    - March: Blue Mountain
    - April: Eight Oaks
    - May: Retriever
    - June: Spectators
  - Senior Signs- keep pushing those to senior parents
  - Have been posting profiles of new board members (Greg really liked his!)
  - NW Press article about \$2 million donation mark; Val will be at the next School Board meeting about this.
- Executive
  - Can now pay with Venmo! Credit card was approved.
  - Strategic planning- survey sent out; Erin compiling results; identify focus areas from survey
    - Allocations
    - Project pipelines/ Income- events and sustainability
    - Awareness and audiences
  - Prepare for strategic planning; look at other strategic plans from other foundations.
  - Want us to think long-term; 1 year, 3 year 5 year- think big picture
  - June meeting will be the goal for the finished strategic plan to start fiscal year in July with new plan in place.
- Miscellaneous
  - Tiger's den- funded initially as a teacher mini-grant; how else can we support things the school district is doing?
  - They are looking for donations of hygiene, non-perishables, etc.
  - Solicit donations at Cornhole and other events?
  - From allocations: should we contact the other three buildings about having a closet for all the buildings?

*Next Meeting:*

*Strategic planning, March 11, 2024 5:30-7:30 at Rock Cabinets in New Tripoli  
Regular Board Meeting April 8, 2024 5:30-7:30 at Administration Building*

- Adjournment
  - *Val motioned to adjourn the meeting @ 6:56 p.m. , all in favor—motion passed.*

***Next Meeting: Strategic Planning March 11 at 5:30 at BROC Cabinets in New Tripoli***  
***Next Board Meeting: April 8, 2024 at the administration building***

*Next Meeting:*  
*Strategic planning, March 11, 2024 5:30-7:30 at Rock Cabinets in New Tripoli*  
*Regular Board Meeting April 8, 2024 5:30-7:30 at Administration Building*