

Attendance: Valerie Kile, Leeann Stitzel, Michael Perinotti, Katie Straughn, Greg Kuhn, Sarah Halpin, Jim Warfel, Clare Coupe Scott, Amy Kinnon, Michelle Kaschak, Joe Velarde  
 Online: DJ Wolbert and Dan Macaulay

Guests: Nancy Zellner, Justine Bachman, Troy Sosnovik, Christie Steigerwalt, Jennifer Holman

Call to order at 5:31

- Approval of prior [meeting minutes](#)
  - *Clare motioned to approve minutes; Sarah second; All in favor; Motion passed*
- Communications/Announcements
  - Discussed the article Kill Your Gala: Why Galas Hinder Fundraising Growth at Small/Medium Nonprofits
    - <https://www.linkedin.com/pulse/kill-your-gala-why-galas-hinder-fundraising-growth-armando-zu-maya-e4ehc>
    - Jim shared experience with Gala at Community Music School
  - Two mentions of NWLEF in Northwestern Press
  - Valerie and Amy attended a check presentation today from Neffs National Bank; we received \$5000 EITC check
  - Nonprofit of the Year from the Greater Northern Lehigh Spirit Awards; June 15th, 9:30-11:30 at Ontelaunee Park
- Old Business
  - Strategic Planning: Look for email with draft. Please add comments.
- New Business
  - NWLSD Budget Presentation
  - Christie Steigerwalt shared an overview of the budget
    - Gov. Shapiro's budget proposal and what that would mean for NWLSD if it would get approved.
    - NWLSD is always "more wealthy" than the average in Lehigh County; weighted average daily membership- how we are paid in Basic Education Formula
    - Raised taxes to the max for the last five years; all went to staff salaries
    - How do you continue to be competitive as a district?
    - \$3.6 million deficit; looking at revenue generation
    - How can NWLEF help?
      - NWLEF funds anything that cannot be covered by school budget (i.e. chromebooks, smart boards)
      - Partner with District on the PR side to educate people about what the foundation does and the programs/ things we fund.
      - Some ideas:
        - Grant to fund a social worker at the high school to help with academic needs, attendance, etc. (grant ½; district ½)
        - Therapy/ Facility dog
        - Bus wrap for revenue
        - Purchase The Night before Kindergarten books for kindergarten registration.

- [Report of the Treasurer](#)
  - No bills for payment
  - Current reporting period: Feb and March
  - Total income for this period: \$19,339.30
  - Total expenses for this period: \$7,439.86
  - Allocations: \$124, 610
  - Balance: \$40, 107.93
  - Concern about low balance in account; goal is 65,000, but we are currently at \$40,000.
  - EITC funding is slightly above the 80% requirement needed to use EITC funding
  - Finance committee needs to find a budget number before they give allocations committee a number. So we do not put the foundation at an at-risk position.
- Finance
  - 2024-25 Budgets
    - [Templates](#) will go out to committees May 6th with two weeks to get budget plans back.
    - Vote at next board meeting on the budget
- Development Director
  - Goal Tracking Update - [visit Bloomerang](#)
    - Annual Partners 67% of goal; committed annual partners 85% of goal
    - Event Fundraising 94% of goal
    - General Donations 68% of goal
    - Restricted Donations 86% of goal
  - Job description redone last year; Amy had conversation with Executive Committee about job description. Amy is working on a comprehensive fundraising development plan.
- Committee Reports
  - Community Engagement
    - [Student Ambassador Program](#)
      - Senior Giveaway - \$300
      - *Clare motioned to approve; Jim seconded; All in favor; Motion passed*
    - [Staff Advisory Group](#)
    - Alumni Update
      - \$2000 Alumni donation for mini-grants
      - Starting to work on all alumni reunion for 2025 at Ontelaunee; no dates decided
      - Meeting in June with election of officers
      - [View meeting notes here](#)
  - Events - [Latest Meeting Notes](#)
    - Tiger Run and Fun Walk upcoming
      - May 19th - registration is open. April 30th is the due date for shirts.
      - Mission moments around the course; data points and milestones to share with those who participate.
      - 5k teams with businesses; can n have their own fundraising page?
      - Building incentive for most participants; P.E. teacher grant as prize
      - Press flyer is done.
      - Volunteer signup is coming out this week.
    - Golf Tournament Pricing
      - Vote to raise the price of the cost per person \$5 to \$135.
      - DJ suggested raising it to \$140. Discussion around pricing with a decision to propose \$140.
      - *Motion to approve \$140 DJ, Joe second, All in favor, motion carried*

- o Marketing - [Latest Meeting Notes](#)
  - [Tiger Takeovers](#)
    - April: Eight Oaks
    - May: Retriever
    - June: Spectators
  - Senior Signs Update: multiple orders coming in since district shared the social media post about it.
  - Kindergarten registration - [Sign up here](#)
- o Allocations
  - [Committee Report](#)
  - Applied for Lyons Follweiler Grant
  - Waiting on the Music and Trexler grant notifications
- o Executive
  - [AFPPA event May 7](#) - interest in attending
  - [Strategic Plan Draft](#): **Please send Feedback**
    - April-June - Focus Areas regroup and finalize their sections/plans
    - June - Present final strategic plan for approval/voting
    - Plan in effect July 1, 2024
- Other business items, discussion points, comments, closed door topics:
  - o Greg Kuhn will attend May 8th at a scholarship meeting at Kutztown; Northwestern's is May 20th at 6:00 p.m. if anyone wants to attend with him.
- Adjournment: Motion to adjourn at 7:56 by Clare, seconded Joe, all in favor, motion passed.

**Next meeting: June 10, 2024 at 5:30 p.m. at the administration building**