

February 10, 2025 @ 5:30pm

Attendance: DJ Wolbert, Jeff Zellner, Michelle Kaschak, Amy Kinnon, Michael Perinotti, Jim Warfel, Sarah Halpin, Katie Straughn, Valerie Kile, Clare Coupe Scott, Matthew Koncz, Daniel Macaulay, Erin Vermuelen, Kristen Grim, LeAnn Stitzel

Guest: Charlene Silva from Alumni

Meeting started at 5:30 with Guest Speaker, David Johnson ([LinkedIn Profile](#))

- Goal to create an endowed fund
- Get rid of events that are not working for us; i.e. Cornhole tournament
- Meeting called to order at 6:28 after guest speaker finished
- Agenda approval
 - Erin motioned
 - Sarah seconded
 - All approved agenda
- Approval of [prior meeting minutes](#)
 - Clare motioned
 - Katie seconded
 - All voted to approve
- Communications/Announcements
 - Welcome Matthew!
 - New board member
 - Works at New Tripoli Bank
- Committee Reports -
 - Community Engagement
 - [School Board Meetings](#) - reminder to sign up
 - Staff Ambassadors
 - Direct email communication with them
 - Alumni
 - August 2, 2025 All Alumni Reunion
 - Will be advertised in NW Press
 - Requesting permission for alcohol sales through Seven Sirens
 - Seven Sirens and the Alumni Association both have insurance for the event.
 - They are also planning on having security at the event.
 - Food trucks invited; preference for alumni-owned businesses
 - No Venmo/ online payment option right now
 - No children at this event
 - Willing to help at kindergarten registration
 - Bleacher cushions available to sell; can we sell at our events? We discussed relevancy of them at our events.
 - Allocations
 - [Committee Report](#)
 - Spent EITC money
 - Grow Grants due on Friday

- Can the money raised from Baxter be added back to the allocations budget?
 - Most seemed to agree
 - Baxter's money raised was to offset the cost of Baxter.
 - Not outside of current budget- additional income restricted to Baxter
 - Finance
 - [Financial Summary](#): See Dec/ Jan tab for most current totals
 - Suggestion to put Baxter donations in restricted bucket
 - Quickbooks Update
 - Slowly getting finances moved to Quickbooks
 - Report of the Treasurer
 - Bills for Payment
 - Valerie \$2750 for EDDM
 - Treasurer will send out a note prior to the next board meeting budgeted/ actual expenses.
 - Val notes nothing has been spent outside of the budget. Bus wrap came out of marketing budget.
 - Events - [Latest Meeting Notes](#)
 - Pups in the Park part of one mile option for the race. Bandanas for dogs will be given out.
 - Corn Hole - No registrants as of today
 - Discussion ensued about canceling the event for multiple reasons including lack of registrations and workload.
 - Daniel asked Amy how she felt about having conversations with sponsors. Amy felt fine having these conversations about moving sponsorship to another event. Paid Facebook ads and flyers will be pulled and Amy will inform sponsors.
 - Val motioned
 - Clare seconded
 - All in favor of cancelling event
 - Marketing - [Latest Meeting Notes](#)
 - [EDDM](#) (every door direct mail) will drop next week!
 - Tiger Takeovers - Feb 17 @ Blue Mountain
 - Please share the event on social media.
 - Basket raffle and dine & donate at this event.
 - Renew signage on sign of rec building; \$225 per year/ \$425 for two to renew
 - Motion to approve \$425
 - Erin motioned to approve
 - Katie seconded
 - All in favor
 - Executive
 - [Strategic Plan](#): please read it and the goal is to come back to it in April/ June to refocus and reevaluate what we are doing and how it is going
- Development Director
 - Mission Moment
 - Most of us are removed from our mission because we do not see the students using the things we help raise funds for.
 - Mrs. Berlet shared with Amy that a student loves the Stem Lab at Weisenberg after Mrs. Berlet asked him about going to the happiest place on earth. We need to get more of those kinds of stories.
 - Goal Update
 - 79% committed/ actual goals for annual sponsors
 - Got two new annual partners
 - Cornerstone Financial Management

- Blue Valley Beverage
 - Event fundraising at 50% of goal
 - General donations at 270% of goal because of estate gift; without the estate gift we are at 71% of the goal
 - EITC at 90% of goal (usually next group comes in around April)
 - \$261,369 overall goal at almost 94% of goal
- Other business items, discussion points, comments, closed door topics:
- Adjournment
 - Clare motioned to adjourn
 - Erin seconded.
 - All voted to adjourn at 7:35 p.m.