

Roll call (sign-in sheet)

- Michelle Kaschak, Amy Kinnon, Michael Perinotti, Jim Warfel, Sarah Halpin, Katie Straughn, Valerie Kile, Matthew Koncz, Daniel Macaulay, Erin Vermuelen, Greg Kuhn, Clare Coupe Scott, Kristen Grim, Joe Velarde
- Call to order and adoption of agenda
 - Call to order 5:46 p.m.
 - Erin motioned, Katie seconded, no guests
- Approval of [prior meeting minutes](#)
 - Clare made the motion to approve.
 - Joe seconded.
 - All in favor; motion passed
- Communications/Announcements
 - Val thanked everyone for attending the meeting at a busy time of year.
 - Clare's (2nd) final board mtg is tonight. We thank her for her long service to the foundation.
 - Daniel will be taking on the Allocations Committee in her place.
 - Michael Perinotti will be stepping down from the board at the end of the fiscal year.
 - Kristen Grim is stepping down from the board, but is staying on to volunteer with the Events committee.
 - Amy let everyone know we did get a negative response to the annual appeal, but Joe reminded everyone that we will always hear the negatives, but to keep moving forward.
- New Business
 - Board Member Applications - [Liz Lake](#), [Jake Oldaker](#), [Carissa Snelling](#), [Ryan Wukitsch](#)
 - Val spoke to all verbally prior to tonight's meeting except Ryan.
 - Katie knows Ryan and had good things to say about him. 2003 graduate. He is excited to make an impact.
 - There are some concerns about him also serving on the Allentown Foundation.
 - Is there a conflict of interest? He has valuable knowledge because of a financial background.
 - Val suggested inviting him to the next board meeting to have a discussion.
 - Sarah asked the question if we have multiple members who are on other boards, is that a conflict?
 - Greg suggested an annual conflict of interest form for board members. Daniel noted that people who volunteer for a board or position that they are givers who want to help. Why should we discourage them from serving in multiple capacities?
 - Kristen noted that she reluctantly agrees with Daniel.
 - Joe feels like it does not have to hinder the relationship with potential board members.
 - Carissa works with a sponsor Odenheimer and is a current donor.
 - Jake knows Greg, and he was one of Greg's corporate attorneys. He lives in the district. Responsive and knowledgeable. He specializes in business and non-profit.
 - Liz came in through social media post. Newer to district. Has a marketing background. Young children. Liz is aware of the differences between the school board and the foundation.
 - The board needs to vote on the candidates. Val asked if we were ready to vote on each of the candidates, besides Ryan, and verbally everyone agreed to vote tonight. The vote took place individually for each candidate.
 - Carissa: All in favor, no abstentions.
 - Jim made the motion.
 - Joe seconded.

- Jake: All in favor, no abstentions.
 - Michelle made the motion.
 - Clare seconded.
 - Liz: All in favor, no abstentions.
 - Kristen made the motion.
 - Va seconded.
- Development Director
 - Bucks for Baxter
 - Giving Tuesday; short social campaign on Bucks for Baxter raised \$619.25
 - Have three donors who were willing to match up to \$1000
 - Final total will be between \$2477 and \$3619.25
 - Donor Appreciation Event
 - 50 attendees
 - Went well and thanked everyone for help
 - Amy is following up with those attended and those who did not.
 - Sending Annual Report to all who did not attend.
 - Annual Appeal
 - Total \$4377.36 (does not include those who gave monthly donations)
 - Will do a final total in February
 - Most people gave the \$180
 - Building Tour - Middle School March 6
 - Amy just scheduled this for donors/ sponsors to see what the foundation funds.
 - Hoping for student and teacher tour guides
 - Board members are welcome to attend.
 - Goal Update
 - EITC Received \$120,000 (New Tripoli Bank, Waste Management, Serfass Construction), which is 88% of goal.
 - Annual sponsors at \$7000, which is 10% of goal.
 - General donations are \$11,282, which is 45% of goal.
 - Currently at 59% of the total goal
- Committee Reports - *Surface dates, votes, action items or financial impacts - not intended to dupe a committee report*
 - Community Engagement
 - Did not attend tree lighting
 - Alumni Spotlight
 - No updates
 - [School Board Meeting](#) ; please sign up to attend and speak if you can.
 - Consolidation of committee meetings is still a consideration? Events, Marketing, and Community Engagement seem like a natural combination.
 - January 14th listed as a possible meeting date to try it out. It will be 7:00 p.m. virtual.
 - Timing to cover everything is of concern, but look for an email with information about the meeting.
 - Allocations
 - [Committee Report](#)
 - 2026 GROW grant application is out and ready for teachers.
 - Funded over \$20,000 in the fall.
 - EITC is ready to spend, so that will be on the agenda for January.
 - Do we consider Bucks for Baxter restricted funding? Conversations considered it restricted. Trade that we are not getting money for should also be counted, according to Amy. Dan asked if someone gives \$1000 of vet care for free, can we pay ourselves back? Or put it in the sponsorship? We budgeted \$1750 or are we willing to pay more?

- The conversation centered around making a decision to keep the money for the dog as a restricted fund.
 - As a group, we decided the money for the dog is restricted, which did not need a vote.
 - We have about \$36,000 left in unrestricted funds, so good amount to cover GROW grants and other needs in the spring.
 - Are there things that we do and continue to fund that are not being acknowledged by the school district? We need to keep the district aware of what we support including academics, athletics, and activities.
 - Daniel reminds us that we need to and can attend the board meeting as it is good visibility for what we do.
 - Creating additional knowledge for teachers to know what they can apply for and get support from the foundation.
 - Clare would be nice to see the district promote our items on social media.
 - The conversation centered around growing awareness of what we do and our mission to all stakeholders in the district and community to better serve the students.
- Finance
- [Financial Summary Oct-Nov 25](#)
 - New format: over/ under budget and percentage of budget for each line
 - Target Balance Discussion
 - What to do with excess funds- what if we put some small amounts in a short term 3 month CD?
 - Michael asked if maybe we have too much savings.
 - Do we want to consider a short term CD?
 - Do we reconsider our target balance?
 - Joe liked the idea of a CD. Then thinking about reassessing amounts and targets in a new budget year.
 - Michael said if we have access to excess funds should we be supporting the schools more?
 - Sarah asked if the interest offsets credit card fees would that be better?
 - If we are not going to allocate it for a few months, why not put it into a CD?
 - Val asked Matt for a recommendation about what to do based on the seasonality of how the foundation spends money.
 - What is the timing of the EITC money going back out?
 - Matt proposed \$50,000 CD- 3 month CD that would renew in March and we would have access to that money.
 - Greg motioned to put in \$100,000 for Matt will open CD tomorrow.
 - Val seconded the motion.
 - All in favor
 - Final comments were that this provides some long term stability and a coverage for some expenses.
 - [Financial Statements - 6/30/25](#)
 - No bill yet from CRY
- Events - [Latest Meeting Notes](#)
- Clay Shoot retro
 - All thank you emails went out to attendees
 - Sunday, October 18th. After 2026, we will move to Saturdays.
 - Made over \$27,000
- Marketing - [Latest Meeting Notes](#)
- [Calendar](#) & [Brand Guide/deck](#)
 - Video Proposals

- Not in budget; Val got three proposals for a high-fidelity video. Think commercial for the foundation. One 30 second spot and two social media spots. Full-day of shooting is included.
 - \$3785 or \$3750
 - Discussion asked is video a good idea? Is there anyone in the district that could do it?
 - Joe made the point of paying for the attention from the company. More usage beyond the commercial. Would help us tell the story of what we do.
 - Val will send out the sample work for the two companies before we make a decision.
 - Michael asked about the opportunity to have students work with the company to use it as a learning experience. Val will look into this with the company chosen.
 - Val motioned up to spend \$4000 or less on this.
 - Joe seconded the motion.
 - All in favor
- Annual sponsor thank you ad will run in the NW Press by December 18th.
- Executive
 - [Strategic Plan](#) - Full review next board mtg
 - February board meeting; we will review strategic plan at that meeting. Come prepared to update the board.
 - [Operational Excellence Taskforce](#)
- Bills for Payment (checks to be cut at conclusion of meeting)
 - Ridgeview \$664 for donor event
 - Spectators dinner tonight will also be paid. Total TBD.
- Other business items, discussion points, comments, closed-door topics
 - Question about printing trade deals. We may not need a new printer.
- Adjournment
 - Meeting adjourned at 8:03 p.m.
 - Erin made the motion to adjourn.
 - Katie seconded the motion.
 - All in favor