

Minutes

Board Meeting

South HS Media Center – November 11, 2008

1. **Call to order**

Harold Benson called the meeting to order at 7:00pm. The following board members were present:

- Harold Benson, Elmer Koch, Loyd Schanke, Judy Ayers, Art Lakoduk, George Dahl, Steve Lindquist, Rod Hemstreet, Marlys Schluck
- Members, Guests & Others Attending: Carol Peterson, Jim Bloom, Dawn Riley (AP), Warren Schluck, Cheryl Ramirez

2. **Minutes**

Motion by Steve L. to approve the minutes of the October 14 meeting. Second by Rod H.. **CARRIED.**

3. **Treasurer's Report** – Steve Lindquist

- Checking: \$ 19,005
- Investments: \$289,822
- Certificates of Deposit \$126,912
- Reserved/Restricted: \$388,502
- Available Funds: \$ 47,237
- Steve L: Added the "Certificates of Deposit" line. This money is mainly from the Athletic Field funds. This gives a better picture of the cash assets. Of the \$28k in scholarships, \$15k will be written out next month.
- The Save the Tiger group has raised \$270,000, and spent about \$90,000. Their goal is \$1 million. Each fall they do a mailing to families of freshmen. We are trying to maximize interest on the savings account. Need to find out from Linda how soon she plans to draw on the Save The Tiger Funds. We can put the money to work somewhere and get a higher rate of interest if she isn't going to use it right away.
- Rod H: There was a \$20k decline in the securities and a \$15k decline on our bond funds. We are par with everyone else. Unless the market turns around, we may not be able to give any scholarships beyond those we have already committed. The Finnberg is not included in this report, and is reported periodically. The Finnberg finances are not part of the Foundation's investment account, but will be reported going forward.
- The response to the fall newsletter has been poor.
- The Foundation can set up a merchant account through Quickbooks in order to enable credit card transactions. Would be used for write-ins and at events.
- **MOTION by Marlys S. to accept the Treasurer's report.** Second by Elmer K. **CARRIED.**

4. **Reports:**

A. **Administration:** Dawn Riley – The Pirates of Penzance, an Operetta, starts Wednesday November 12 and plays through Saturday night, November 15. Starting on Monday we have a busy week of performances. The students will be going to Atlanta, they have started fundraising this week.

B. **Site Council:** Carol Peterson (*for Melvin Haagenson*) – Students expressed concerns with the football field. The track is too small. Have openings for 1 parent and 1 faculty member. The first annual blood drive was the largest so far. Student Council is conducting a United Way Food Drive. They have not yet identified locations for the bins. Classroom sizes are smaller due to the teachers hired two weeks ago. Books are limited in the classrooms, and some are very old. Reviewing School Improvement/Title I issues, specifically reducing the gap between white & students of color. Will be bringing in tutors, adult volunteers, and peer tutoring. Site Council has started a wish list for teachers.

C. **Committees:**

ATHLETIC FIELD HOUSE – Jim Bloom: Mark Sanders, Jim B., Harold B., & Don S. met with Linda (architect) last week to discuss the problems Linda is having at City Hall. The city presented her with something called "PBY", which is water runoff from the roof. We now have to come up with some way to collect the rain water, so that it does not become drainage. The arch has provided a four scenarios. 1. Pours cement. Water runs through it. One concern is that the water is trapped and it freezes. 2. Pavers, or bricks. 3. Just let the grass grow. 4. Blocks with grass in them. We chose to go with porous concrete. This will be more expensive than regular concrete. We will see what happens in the

final analysis. Jim will come before the board in January with a recommendation on bid award and cost. The roof is double pitched. They want the rain water to go back into the ground, not into the sewer system.

STRATEGIC PLANNING – Harold Benson: The committee continued work with Elmer K. Elmer will be making a report to the board once he has compiled the material the committee has created through this process.

GRANTS – George Dahl: There were \$27k in requests.

- \$12,350 for coaches. There was no representative present. Tabled.
- \$825 for the Gay/Lesbian club. Represented by Carrie Harris. **Funded.**
- \$130 for supplemental materials. Represented by Joe Musich. **Funded.**
- \$440 Spanish Supplement Texts for 3rd yr students. Represented by Spanish Teacher. **Funded.**
- \$481 Green Tiger Organization. Represented by Michelle Oberstrom (*SH Senior*). **Funded**
- \$3,000 for buses to the UofM Habitat for Humanity, service project. Represented by Heidi Heissy (*AmeriCor*). Committee requested more detail. Tabled.
- \$9,559 Native American program. Represented by Joe Kingberg. **Committee recommends funding.**

The money will be parceled out over the year. MOTION by George D. to approve funding for the Native American Program request. Second by Rod H. CARRIED.

Jim B. requested specific information from Joe K. on each item as he makes requests from the board. Also, that the Foundation approach other Native American groups (Casinos) to request support for this program, using their list/request as the basis for the request. The request related to incentives, mainly. Other items were transportation and supplies costs. They received \$1,000 from Mystic Lakes. South High has the largest native student population in the metro area. There is an issue between Mystic Lake funding the MPS wide All Nations program, versus specifically funding South HS All Nations.

SCHOLARSHIPS – Elmer Koch: Next week we have an appointment with the counseling office.

COMMUNICATION – Harold Benson (*for Judy Pihlstrom*): Judy can no longer fill this position, she is going back to full time teaching as a substitute. We will need to recruit someone who can fill this position.

MEMBERSHIP – Art Lakoduk: SEE REPORT. Updated committee list provided. Working on a “Guidelines for Organizing Class Reunions” folder for class organizers. This will be made available in hard copy and from the web site. The Centurion Award (\$100) will no longer be available. Contributions of \$1,000 or more will elicit a personal letter from the board. Each month the names of these contributors will be presented to the board, and the letter would be signed by the Chair and the board member with the closest relationship. They would add a personal note to the letter. Carol will sent Art L. a copy of the letter reviewed by Harold B. and Loyd S. We did not get a lot of response from the staff. Sometimes it takes time and several attempts. We will be discussing people of color at the next meeting, and speaking with Bill McMoore for ideas. Committee Chairs need to get a list to Art of what they need for volunteers. We can use the committees to bring people of different backgrounds and generations into the work that the Foundation does. We need younger people to come in and start getting trained, so they can become leaders of the Foundation. Next meeting is November 19.

FUNDRAISING – Loyd Schanke: Fundraising drives the machine that makes us successful or not successful. It is the most important task of the board. The board needs to become a problem-solving group. Harold, Loyd, & Carol met and discussed several issues that need to be addressed by the board. Committee meetings are not going to work for Loyd, but he will oversee the work by email and phone call conversations.

GENERAL FUND DRIVE: In the past we used the newsletter for this task. Ideas discussed: tag the general fund drive with a slogan or catchy name, or theme. Use a logo. When you put a focus on

HB _____ JP _____

something, it will illicit a more positive response. Dress up the newsletter. **Harold B & Rod H will work on the appeal letter** (usually 800-900 pieces). **Harold B will write the newsletter piece** and **Cheryl R. will put the newsletter together**, which will mail the 1st week of December.

INCENTIVES: At some point we need to have recognition for people who send larger amounts. Incentives will help inspire people to raise their level of giving. The worst that could happen would be spending \$100 or \$200. The incentive should be in the newsletter and the separate letter. Ideas discussed: pens and/or pencils; mugs, clothing.

ENDOWMENT FUND DRIVE – Aimed at larger givers. It will be brought up at luncheons, reunions, for instance. We need a strategic plan on how to motivate endowment-type givers. Where are they? Who are they? These are bequests, these can come via a will or living trust, or translated from current givers. Would these people be comfortable investing their money with us? The idea is to increase the endowment so that eventually the dividends can relieve the need for “fundraisers” for funding of SHS programs. Thinking **Bryan Thomson could handle this**, based on with whom he would come into contact.

NATIVE AMERICAN DRIVE. Suggest **Vonda G.** to take this on and approach these groups. One thing we can do is have a “co-op” type of fund drive. If we can get them to feel more participatory, they may be more willing to assist and get involved. For instance, if they let us use the golf course we would put 1/4 or 1/3 of the funds to the native American population. This would save us \$5k in costs. We could also explore using their facilities. Maybe Joe Kingbird would help Vonda.

BUSINESS COMMUNITY – Someone with a business background who is willing to do a little cold calling, visiting, introducing the Foundation, and creating active relationships. **Don Swanson, Chuck Carlson.**

GRANTS / GRANTWRITING – Make contact with a grant writer that can put together a program. The gal who had approached the Grants committee last year about grantwriting will not work on commission. Her cost is \$84 an hour. There are staff members writing grants all the time. We should identify them and see if they would be willing to provide support. Washburn hired a part-time grant writer. We may need to look at this. **Carol & Loyd need to discuss** this and who can get involved. **Judy Ayers will work with Carol.**

BEQUEATHS – appeal to people who are making their final arrangements. Strategy would be a written appeal. Need someone to help write the draft – Rod is speaking at the spring luncheon on bequeaths. He will be speaking with Brian about it. **Rod H. will bring some ideas back to the next meeting.**

ALUMNI APPEAL – Need people to attend the reunions, luncheons, dinner/dance, basketball. The focus of the reunion is to bring people together, so the amount of time we have to address them. We are using two different approaches. The first is where the money is being directed, the second is who is being addressed. We are missing an opportunity to identify the sparkplugs in each class. Need to find out who the leaders are in each class. **Art Lakoduk** – this could be part of what the membership committee is already working on. Art will pass the contact information to Carol P. who will pass to Loyd. Also try to get a donation from the class as a whole. We do get lists from the reunions of attendees. We need to offer the people attending reunions something – for example, a package, a banner. Sometimes the reunion groups don't want the Foundation involved.

DINNER DANCE (ALL) AND ALUMNI BASKETBALL GAME:

APPEAL TO PARENTS: Use the Southerner. Attend the 9th Grade orientation in the spring.

PANCAKE BREAKFAST: We need to figure out how to get more people here, and how to increase the profit. It is getting more difficult to get things for the raffles. Maybe we change the focus of the breakfast to a mini-reunion. Raise ticket prices? If we raise the prices, we may lose attendees. We normally make about \$7,000 on this, and that is a lot for a pancake breakfast.

GOLF TOURNEY – **Jim Bloom**

TIGER MERCHANDISE – Has the merchandise been profitable? How much merchandise is left? We need a report at the next meeting on the income for this has been. Someone can look into selling the

HB_____ JP_____

merchandise online. **Art will speak with the Fredbos.** Sometimes you just do things because it has to do with school spirit.

5. **Old Business**

- **Banking Account for Save the Tiger:** Steve Lindquist – There is no need for a separate account. What is needed is a faster turn-around between the collection at South HS office and the actual deposit. The Foundation can accept credit card transactions online, but not otherwise. Look into opening a merchant account through Quickbooks.

6. **New Business**

- **Purchase of Dreamweaver Software for Web Site Updates:** Carol Peterson – Now that the web site has been updated, we need to move to a position of ability to update the web site without using Factor of 4. The work done by Factor of 4 was redundant and costly. Carol will contact Art L with the software information.

MOTION MADE by Loyd S. to purchase DreamWeaver Software for web sight work, cost not to exceed \$400. Second by Elmer K. **CARRIED.**

- **Factor of 4 Invoice:** Work done over September through November on web sight updates, \$2,400. The total exceeds the budgeted amount of \$1,500.

MOTION MADE by Loyd S. to pay the invoice from Factor of 4. Second by George D. **CARRIED.**

7. **Adjournment:** The meeting was adjourned at 8:45 PM. The next meeting will be held at 7pm on Tuesday, December 9.

Respectfully submitted,
Judy Pihlstrom, Secretary / cbp

By Order of:
Harold Benson, Chair

HB_____ JP_____