

## Minutes

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### Board Meeting

South HS Media Center – January 13, 2009

#### 1. Call to order

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

- Harold Benson, Elmer Koch, George Dahl, Art Lakoduk, Rod Hemstreet, Steve Lindquist, Judy Ayers
- Members, Guests & Others Attending: Carol Peterson, Jim Bloom, Dawn Reilly, Carol Colloton, and Dick Westby, Bob Scroggins ('56)

#### 2. Minutes

**Motion by George D. to approve the minutes** of the December 9 meeting, with two corrections.  
Second by Elmer K. CARRIED.

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

- Checking: \$ 13,019
- Investments: \$140,224
- Relationship Rewards \$150,566
- Certificates of Deposit \$127,630
- Reserved/Restricted: \$401,100
- Available Funds: \$30,339
- A fair amount of money has been deposited since January 1. We received a check for \$5,000 for the Entrepreneur Class, and \$500 for one of the scholarships.
- The larger CD is designated mostly to the Athletic Fund. When it comes due, it will go back into our checking account and will be used quickly. We are getting a 3.25% rate on the 9/03/09 CD; South High Foundation Scholarships account was created initially by a bequest we had received. The Relationship Rewards account is at the US Federal Credit Union, and was at 3.18%. It dropped to 2.5%. The \$2,000 reserved to the Music Department is from the two brothers (Hanson).
- A formal report will be next month on the investment/endowment and the Finnborg funds.

**MOTION by George D. to accept the Treasurer's report.** Seconded by Elmer K. CARRIED.

#### 4. Reports:

A. **Administration:** Dawn Reilly (AP) – Nothing to report but events. Everything is going well. Friday (Jan 16) the Jazz Band & Pop Singers will be performing. This was originally started by Zee Gregerson last year. The Wind & Chamber Orchestra Concert is on January 29. The Band is going to Atlanta to compete. Class sizes were over 40 – now they are under 40. The school has hired a new science teacher. A Spanish teacher picked up another advanced placement class. Also new Social Studies and English teachers.

B. **Foundation Historian:** Dick Westby – We were given a bag full of memorabilia from John Tullen. His year book says "Your industrious and independent nature should make you a good leader." About Bob: "You have a jovial nature and take things as they come." He even had report cards. John was a typist all his life, but he received Ds and Fs in typing in the 11<sup>th</sup> grade! Anyone who has items they would like to turn over should contact Dick. They can't keep everything, but they will sort through it and get it itemized in the Foundation storage. Some of the extras will be donated to the Hennepin County Library.

#### C. **Committees:**

STRATEGIC PLANNING – Elmer Koch (*for Harold Benson*): Elmer reported on the continued development work of the committee. The encouraged expanded involvement of people. The issue of membership belongs with the Membership Committee. We are in the infant stage of beginning work on setting priorities.

GRANTS – George Dahl: We received three (3) requests:

- French Dept \$280 – granted
- Media Center - \$3,000 – tabled (*no attendees*)
- Math Dept - \$3,525 – tabled (*no attendees*)

COMMUNICATION – Carol P. (*Position is open*): The returns on the Appeal Letter aren't doing as well as I'd like. I don't know how this effort did last year. Typical national averages for an individual, mass-mailing drive is about 1% to 2%, under good economic conditions. I am planning to do a follow-up on this mailing to remind people. Our total is not where we'd like to be, but I still think we are doing well. We are above the national average. Five donations came in through the "Donate Now" button on the web site, which we haven't actually advertised yet. I'd like to see last year's numbers.

	Mailed	Returns	\$\$ Received
Holiday Newsletter	10,686	48, .4%	\$ 2,085 (\$44 avg per return)
Appeal Letter	875	113, 12.9%	\$ 13,751 (\$122 avg per return)
TOTAL	11,561	161, 1.4%	\$ 15,836 (\$91 avg per return)

The Holiday Newsletter used to bring in a much higher return. Carol P. did expect a larger return from over break. The Appeal Letter is usually sent out in early November. The Strategic Planning Committee should look at the timing of these mailings and address them in order to maximize giving in future campaigns.

MEMBERSHIP – Art Lakoduk: Our meeting was postponed until tomorrow (Jan 14). We are addressing participation, and for the remainder of the year. We will be addressing guests coming in who will be sharing ideas on how to reach out to this group. We do want to be at the 9<sup>th</sup> grade orientation in the spring, so we will have the parents to start with.

## 5. Old Business

- Athletic Field Building – Jim Bloom. As a result of the delay to spring, re-bids were sent out. The new bids have been analyzed and reviewed to the point that we have probably identified the contractor. We do not wish to name the contractor yet, due to probable changes that will be made to the project. There were changes in the specifications which have not yet been received from the architect. We will need to get these to the contractors who submitted bids. Once that is done, we will be able to move forward to completing a contract. We are confident that the contract will be within the budget constraints. We have reconfirmed that the District (with Clyde) will provide \$50k of the funding.
- NFL Grassroots Grant: Carol P – The grant did go out. With a lot of effort. This request was a short order. I worked on the data all week with various people – Mark Sanders, Linda Nelson. On Thursday afternoon, I lost the District contact for the support letter from the Vikings. I was later informed, at around 11am on Friday morning, that the Vikings would not support our Grant request, so I called Harold and told him it was over. Then, about 40 minutes later, Brad Madsen, who had previously said no to me, called and informed me that he would write a letter of support if I could get to their offices by 4pm. I cleaned up – and arrived at their offices at just after 4, then proceeded to Office Max to copy the proposal 8 times, and double check it for things like staples and clips, make sure the envelopes were all addressed properly. I arrived at the airport at exactly 5:49 and got it into the mail. It will arrive on time, however, I don't have a lot of hope – due to the last minute scramble -- that we will get it. I think we should hear some time in February, but I don't know what their schedule is.
- Online Newsletter: Carol P – I sent out "fake" newsletters to give people an idea of what the Constant Contact newsletters would look like. They have over 300 templates, so we have a lot to choose from. It's a very user-friendly program. The cost is approximately \$26 per month, with the 30% discount for non-profits. There is no limit to the number of mailings per month, and includes unlimited photo and graphics storage. The site tracks the emails for you- including who opened their newsletters, who they forwarded them to, and what links they used. You can use this information to gauge what is of interest to constituents, and make changes to the web site. It will create an interactive method of communicating.

6. **New Business**

- **By-Laws & Policy Review Committee:** Elmer, Art, and Carol will be analyzing the current by-laws and make recommendations for changes to the board.
- **Nominating Committee:** George Dahl will be formulating the committee. The President & Vice President are serving their second year, the Secretary position is open. So this committee will have the task of identifying the new leaders for next year.
- **IRS Seminar:** There is a seminar tomorrow on January 14. Short notice, but if anyone is interested, there have been major changes again to the reporting requirements for non-profits.
- **Pancake Breakfast:** The person who donated the large amount toward food, has donated again this year. They need to identify someone to learn the ropes and take over this event.

7. **Good of the Order:**

- A. Carol Peterson gave the board a walk-through of the Foundation web site, using the Media Center computers. Members were taken to the Home Page. The menu was reviewed, and members had an opportunity to look at the Board Member and Committee pages, as well as complete some of the forms that visitors can use on the site.

8. **Adjournment:** The meeting was adjourned at 8:15 PM. The next meeting will be held at 7pm on Tuesday, February 10.

Respectfully submitted,  
Carol Peterson, Admin Support

By Order of:  
Harold Benson, Chair