

Minutes

Board Meeting

South High, Media Center – January 12, 2010

1. Call to order

Harold Benson called the meeting to order at 7:15pm. The following board members were present:

- Harold Benson, Elmer Koch, Steve Lindquist, Nancy Rosenow, George Dahl, Marlys Schluck, Rod Hemstreet, Jim Bloom, Judy Ayers
- Members, Guests & Others Attending: Carol Peterson, Heidi Larson, Jane Webb-Bradford

2. Minutes

MOTION by Nancy R. to approve the minutes of the November Board meeting. Second by Judy A. CARRIED.

3. Treasurer's Report – Steve Lindquist

- Checking: \$ 36,705
- Investors Choice: \$12,508
- Relationship Rewards \$247,830
- Certificates of Deposit \$0
- Reserved/Restricted: \$294,405
- Available Funds: \$ 2,638
- Endowment: \$ 323,990
- We used to get money through the fall and would have a carryover from the spring. Contributions were down in the spring and fall so we started low. December was a good month. And we have already made a deposit of about \$8,000 for January, that will be in next month. We did receive \$11,500 that was restricted to scholarships. We have, as of the end of December, \$2,638 available in the general fund. Treasurer's reports are based on month-end, not the current day. With January's deposits to date the cash available is about \$3,500. We also have about \$8,000 tied up in inventory/clothing.
- DISCUSSION: We reserve 25% for the endowment, and scholarship sponsorships are up, so possibly people are giving less to general. Also, the focus on the athletic building may have tapped out our donors. What options do we have to cover the deficit until the end of the year?
 - (1) The \$41,638 currently reserved for the athletic field fund. Ten thousand (\$10,000) of this is restricted for the Press Box. Twenty-five thousand (\$25,000) was reserved by the board in July 2008 to ensure that the expenses would be covered. This was prior to receiving the NFL grant.
 - (2) Should we be reserving 25% to the endowment?
 - (3) There is currently \$11,000 in the endowment reserve.

MOTION by Jim B. to approve the Annual Attorney General's Report. Second by Elmer K. CARRIED.

4. Reports:

- A. Administration – Jean Webb-Bradford: The school will be hosting a group of teachers from the Beijing Royal Academy. They are auditing our advanced placement classes in a cooperative effort to bring different teaching styles and methods to their school. Next year, South High will have about 20 of their students attending as part of an exchange program. The teachers will be here from January 26 to February 7. Some of their time will involve site seeing, but most of their time will revolve around curriculum and academics. This is something that Mr. Dingman and Dr. Nelson (former school administrator) started. Several trips have been made. Mr. Dingman has been taking a group of students over for several years. Staff have been working to prepare for the visit, and will be making a visit in March to Beijing. If the Foundation can be involved, that would be good. If Cecilia can forward Carol the information for the receptions, Carol will get an email out to board members so they have the option of attending.
- B. Site Council – Marge Harris:
- C. Fundraising Development – Heidi Larson-David: I am leaving on January 28. Cecilia will be working to identify someone to take my place. We have identified donors to focus on, and have started meeting with them to work on how to engage them, and identify how they want to be involved, and to what degree.

D. **Committees:**

STRATEGIC PLANNING – Harold Benson: REPORT ATTACHED.

We added a new member, Murphy Parker. Operational Guidelines are in process. Seven of fourteen are 99% done. Grants is done. Luncheon, is ready for approval. Breakfast and Wall of Honor, Historian, Strategic Planning, and Fundraising are 99%. Golf is in draft 1. Spiritwear, Communications, and Membership are with the Chairs. Please get changes to me by next week, Elmer will be leaving for vacation, and then things will be delayed for two weeks.

SCHOLARSHIP – Elmer Koch: REPORT ATTACHED.

When Bob Arneson set up his scholarship for Maxine he put the money into government bonds with a less than 1-1/2% return. Rod spoke with Bob, and Bob agreed to reinvest the funds in the Bond Fund of America. Historically, this fund has increased an average of 8.3% annually. The scholarship itself is currently being funded by an annual contribution by Bob, which is separate from the scholarship investment.

MOTION by Rod H. to convert the Arneson scholarship funds from Morgan Stanley to Bond Fund of America. Second by Elmer K. **CARRIED.**

Penny and Rod manned a table at the school's financial aide night in the concourse. We provided a number of literature for parents and their students. We have a number of scholarships available. New scholarships are the "First Generation" which is \$10,000 per year for a four-year renewal grant for a student who is the first in their family to receive a post-high school education. Additionally, the Class of 1959 donated the remainder of their account (\$1,021) to the foundation for a one-time scholarship. We also received \$1,000 from the Miller family and friends for a scholarship in honor of George Smith. The Strategic Planning Committee is recommending that the Don Swanson memorial dollars be used to cover the 9th Grade Athletic Coach grant that Mark Sanders will be submitting. We did receive credit for donating the refreshments for the financial aide night.

MEMBERSHIP & Communications – Nancy Rosenow: REPORT ATTACHED.

Final cost of the newsletter was \$3,636.34, which is about 28 cents per copy. This includes printing and postage. The committee is continuing to work on the membership issue. We will have more information for the board in February. We will be making a recommendation for adopting the definition of membership. The next meeting will be January 27. We have changed to the 4th Wednesday, from 12:30 to 2:30, in the Foundation office. We are also working on communicating with younger graduates, using email, twitter, and constant contact. We have some good ideas for using the web site, and will be continuing to generate uses. The media center has old videos of South High events, and generate some interest that way. The South High web site has been re-vamped, and they have added a number of things that talk about and visually represent the Foundation.

INVESTMENTS –Rod Hemstreet:

- Growth & Income: \$ 167,918
- Income/Bond Funds: \$ 151,015
- Money Market: \$ 5,057

FUNDRAISING – Heidi Larson-David & Rod Hemstreet: REPORT ATTACHED

- We have doubled both the number of donors and donations from last year, 228 donors for \$36,133. \$10,000 of this was a scholarship. Smaller donations, but more donors, which is a national trend. Non-profits are broadening their giving bases and putting their efforts into attracting new donors, engaging those donors, and working on methods to inspire them to donate more than one time each year. The average donation is \$158.

- The Holiday newsletter is just starting to come in. However, we have already received 36 donations for \$3,046. The average donation is \$85.
- Retail sales is \$6,643. Gross profit on clothing to date is \$1,990.96. Inventory is currently at about \$8,000.

MOTION by Rod H. to approve a second appeal effort. Second by Judy A. Carol and Rod will work on identifying groups (such as athletic teams, debate teams, etc.) and focusing specifically on a reason for them to give. Replace funds, such as for the 9th grade coaches, currently coming out of the general fund.
CARRIED.

GRANTS – George Dahl:

- Guthrie Theater, Administration - \$2,225 from Foundation, \$2,225 from the Save the Tiger, for buses to the University of Minnesota for a pre-college workshop on November 11. *COMMITTEE RECOMMENDS APPROVAL*
- Media Center, Susan Blohm - \$1,500, for a poetry literature. *COMMITTEE APPROVED*
- Humanities, Nicole Schneider - \$1,208, for tickets to attend La Boheme (opera), request was reviewed in December. *COMMITTEE APPROVED.*
- Math Department, Tara Fitzgerald - \$2,500, for mobile lab for supplemental student support, request was reviewed in December. *COMMITTEE APPROVED.*
- Social Workers, -Anita Neubeck, \$300, for expenses for mental illness group meetings. Not enough information. *COMMITTEE TABLED.*
- German Class, -, \$270, for field trip to German Day at the zoo. *COMMITTEE APPROVED.*
- Chinese Exchange Program, Administration - \$1,500 from Save the Tiger, to cover incidental expenses during the visit such as dinners, gas, etc. *COMMITTEE APPROVED.*

MOTION by George D. to approve a grant for \$2,225 from the Foundation for the Guthrie Theater. Second by Rod H. **CARRIED.**

MOTION by Elmer K. to approve \$2,225 from the SHS discretionary funds for the Guthrie Theater. Second by Steve L. **CARRIED.**

SCHOLARSHIP – Elmer Koch:

5. **Good of the Order:**

- Deceased Alumni:
 - Mike Kissell, Class of , passed away in November
 - Jim Libby, Class of 1952

6. **Adjournment:** The meeting was adjourned at 8:55 PM. The next meeting will be held at 7pm on Tuesday, February 9.

Respectfully submitted,

Carol Peterson, Admin Support

By Order of:

Harold Benson, President