

Minutes

Board Meeting

South High, Media Center – March 9, 2010

1. Call to order

Harold Benson called the meeting to order at 7:05pm. The following board members were present:

- Harold Benson, Steve Lindquist, George Dahl, Marlys Schluck, Rod Hemstreet, Jim Bloom, Judy Ayers
- Members, Guests & Others Attending: Carol Peterson, Marge Harris, Warren Schluck, Dick Westby, Melvin Haagenson, Lori Gleason, Steve Richter

2. Minutes

MOTION by Judy A. to approve the minutes of the February Board meeting. Second by Marlys S. CARRIED.

3. Special Guests: Lori Gleason, Steve Richter are parents of South High students and serve on the Site Council. Currently filling the fundraising development position left open by Heidi Larson-David. They had been doing some work for Ms. Saddler, and are active professionals with marketing/publicity backgrounds.

4. Treasurer's Report – Steve Lindquist

- Checking: \$ 35,995
- Investors Choice: \$12,516
- Relationship Rewards \$248,428
- Certificates of Deposit \$0
- Reserved/Restricted: \$265,454
- Available Funds: \$ 31,485
- Endowment: \$ 323,990
- Available funds increased due to the release of the athletic funds reserve. The Arneson accounts are being transferred to better performing accounts. The awards fund is for non-scholarship awards. The Engineering/Entrepreneur class has \$5,200 which is from a donation from Jim McGraw and the net profits from his book sales. We received a letter and memorial gift on behalf of an alumnus, from a non-alum. Wondering how we can increase these types of gifts. There is a notice and article in the newsletter. We are currently doing what we can to attract these types of gifts.

MOTION by George D. to approve the Treasurer's Report. Second by Marlys S. CARRIED.

5. Reports:

- A. Site Council – Marge Harris: REPORT ATTACHED. The budget meeting is next week. Bad weather prevents Melvin and Marge from attending at times, they will need to arrange a way to get their report to the board meeting. The OPEN program will limit new enrollments to 125. There are currently 900 students in the program. Cecelia is working to change this. It is a concern due to the number of OPEN students in the district, for instance, from Marcy and Barton who would naturally progress to the South High program.
- B. Fundraising Development – Lori Gleason/Steve Richter: Working with the Communications committee to create a logo that the board can use. Have also put together a draft fundraising plan. For instance, a “Super Sunday”, where a bank of volunteers call and reach members and interview them. They can collect information on interests and update contact information. Part of the focus is to take a closer look at the registered alumni in the database. Perhaps of the 12,000 names we have only 3,000 that are good sources. It takes 3-4 years to groom relationships. The best place to get donations is at reunions. Lori & Steve will be attending the luncheon to talk about legacy donations. Some of the work going forward may require software updates. The current office technology is outdated and needs to be reviewed. The board will review the office needs at the April meeting. We will also discuss the use of Carol's time.

C. **Committees:**

STRATEGIC PLANNING – HAROLD BENSON

The committee members were given an opportunity to observe the Engineering/entrepreneur class. There are fifteen students divided into four sections. Each group presented their current status to the committee. The groups are currently working on marketing plans. There was a kit for diabetics that combines the parts into one pen-like instrument which is easier to deploy. Another group is improving the straps on back packs to improve the ergonomics of wearing a backpack. There is also work on a rear projection presentation board and the casing to make it easily transportable.

FUNDRAISING – Rod Hemstreet (*interim chair*)

Rod and Carol are identifying alumni with a particular focus, such as members of athletic teams. We will mail a letter to them and ask for support to help alleviate the cost of the 9th grade athletic coaches.

MOTION by Rod H. to allow \$163 to cover the cost of the mailing. Second by George D. **CARRIED.**

GRANTS – George Dahl:

- Project Success, Adrienne Diercks - \$4,570 from Foundation, \$4,570 from the Save the Tiger, for providing support to students in various manners. **COMMITTEE RECOMMENDS APPROVAL** Second by Marlys S. **CARRIED.**
- Chess Team, Joe Henry - \$2,500, to send the team to the national tournament. **COMMITTEE RECOMMENDS APPROVAL** Second by Rod H. **CARRIED.**
- Silver Ribbon Campaign, Eva Neubeck - \$300, to provide food to students during weekly meetings, to spread awareness and erase stigma surrounding mental illness. **COMMITTEE APPROVED.**
- SH Social Workers, Eva Neubeck - \$150, to cover the cost of displaying the MADD car in front of the school. **COMMITTEE APPROVED.**
- SUSOSH, Laura Wagner - \$2,500, to provide food and other amenities, including cost of instructors for the annual conference held at South. **COMMITTEE RECOMMENDS APPROVAL** Second by Jim B. **CARRIED.**

MEMBERSHIP/COMMUNICATIONS –

- Nancy R. is unable to be here. She will report next month, including what the committee is recommending for guidelines on membership. The newsletter has mailed.
MOTION by Judy A. to allow up to \$4,000 to cover newsletter expenses. Second by Elmer K. **CARRIED.**

HISTORIAN – Dick Westby:

- Presented some memorabilia and noted that a February article in the Star Tribune highlighted a South High graduate. Also showed two postcards, one from 1908 showing the school. The sender lived in Seward, and was writing about the school to a teacher-friend. The committee (Dick W., Woody Erickson, and xxxxxx) spent three hours listening and watching seven VHS tapes. The 1st tape covers 1893-1993 and was made by Chalburg. It is about an hour long. They also have a ten minute tape from WCCO, and two tapes from Wallin Scholarship. There are several commencement tapes. They will review the next seven tapes. Met with Carolyn Bjorkman-Dahlman to discuss ways to get people involved. Will adopt one class for the Pancake Breakfast and display memorabilia for this class.

PANCAKE BREAKFAST – Warren & Marlys Schluck:

- We received another \$600 to add to the previous \$500. Carol will work with Julie Janes to create a notice for parents. Need items for the raffles. Warren will create a notice to go out to Alum by Constant Contact. Wall of Honor inductees are: Judy Pihlstrom, Rod Hemstreet, Maureen Milbrath, and Bruce Baird.

ALUMNI LUNCH – Harold Benson (*for Lil Iverson & Judy Pihlstrom*):

- Carol will provide a list of deceased to Lil Iverson. There will be a change in procedures. Reservations will be made through the office. The price is \$16, and a vegetarian alternative will

be available. The Wall of Honor has four candidates this year. Each candidates will be allowed five minutes.

6. New Business:

- ROD HEMSTREET: While looking through the yearbooks to harvest names for the focus letters, it was noticed that Carol's budgeted time was utilized more than original anticipated. The board budgeted for 11 hours per week, but the reality is that she has averaged over 15 hours per week.

MOTION by Rod H. to increase the budget for Carol's time by \$4,000. Second by George D.

DISCUSSION: Some members are uncomfortable increasing the budget due to the lack of income, and the need to get grants to the school.. **CARRIED.**

- **MOTION by Steve L. to allow South High to submit a proposal to Wells Fargo under the sponsorship of the Foundation.** Seconded by Marlys S. **CARRIED.**

7. **Adjournment:** The meeting was adjourned at 8:30 PM. The next meeting will be held at 7pm on Tuesday, April 13.

Respectfully submitted,

Carol Peterson, Admin Support

By Order of:

Harold Benson, President