

## Strategic Planning Committee

### Report

May 5 – 11:30am-1:00pm

#### ❖ **Attendees:**

Harold Benson, Judy Pihlstrom, Heidi Larson Davis, Lil Iverson, Chuck Carlson, Dick Fredbo, Marlys Fredbo, Carol Peterson, Don Swanson, Loyd Schenke, Jim Bloom, Rod Hemstreet, Elmer Koch, Marlys Schluck

#### ❖ **Fundraising Director**

Heidi Larson Davis was introduced to the committee as the new Fundraising Director. She spoke briefly on her background. She starts on Monday. Carol P. will need to set up an email for Heidi, also access to the database.

#### ❖ **Strategic Planning**

Elmer facilitated an overview of the two goals previously identified by the committee as high priorities. These were: 1. Encourage the involvement of more people, and 2. Develop new sources of revenue. REPORT ATTACHED.

Discussed item one. Ideas included hosting a cook-out prior to the Homecoming game in conjunction with the building dedication for the athletic field.

Discussion on item two was geared toward “spirit wear”. Rod will help with merchandising. Currently the margin of profit is unknown on the current inventory. The Pancake Breakfast represents the highest volume of sales, approximately \$850. A business plan is needed. Washburn has a very successful store. And Benilde does about \$40,000 every year. Consensus is that the Foundation should provide spirit wear. It doesn't make sense to have three different vendors (Golf Tournament, Athletic Department). Creation of a sub-committee to research and follow through on the tasks identified by the committee. Committee members will be: Don S (Chair), Carol P, Loyd S, Rod H, Marlys F, Dick F. Don will contact Mark Sanders to inquire about his interest in participating. The group will have a report/proposal for the June meeting. Don will contact everyone to coordinate a good day and time to begin work.

#### ❖ **Meeting Change**

The committee agreed to change its regular meeting time to 11:00 a.m. beginning with the June meeting.

#### ❖ **Khakis & Crinolines**

Marlys & Warren have sold 90 books. The Foundation profits \$7 for each book sold. Carol will add to the web site as soon as the software is up.

#### ❖ **Plaque for Taylor Hill**

Don S displayed the plaque that will be presented to Taylor Hill by the Foundation. Don will speak with Mark Sanders to facilitate.

#### ❖ **Photo Opportunitites**

Carol P. will be creating web pages geared towards photos of events (Groundbreaking, Pancake Breakfast, Alumni Lunch). Other opportunities will include: Taylor Hill Plaque Presentation, Scholarship Reception, Golf Tournament, work on the field building.

#### ❖ **June Meeting**

The next committee meeting will be on **Tuesday, June 2 at 11am**, Room 159 (*across from the office*)

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