Meeting: Eau Claire Public Schools Foundation – Board of Trustees Meeting

Date: February 1, 2022

Time: 12:00pm

Location: Zoom

Attendees:

☒ Jim McDougall	☐ Julia Diggins	☒ Mike Emberson	☒ Sarah French
☒ Kim Hill	☒ Mike Johnson	☒ Heather Market-Sullivan	☒ Michael Strubel
☒ Jennifer McHugh	☒ David Morley	☒ Becky Noland	☒ Derek Prestin
☒ Dustin Wiesner	☒ Wayne Wille	☒ Brad Juhlke	☒ Dr. Carmen Manning
☒ Angie Nijhawan	☒ Patti Iverson	☒ Emily Kuhn	

Notes: Terri Grzyb

Guests: No guests

Meeting called to order at 12:03pm by Chair Jim McDougall.

Call to Order

- Approval of meeting minutes of 10/26/2021.
    - Motion by Patti Iverson, second by Dave Morley. Motion passed by unanimous voice of approval.

Other Business

- **Policies – the following items were discussed – all were approved as a Board in December**
    - Let minutes reflect 12.21.2021 board approval of Round 2 EDI grants.
    - Let minutes reflect 12.21.2021 board approval of ECPSF Scholarship Fund creation.
        - This fund provides families with many opportunities.
        - A 10% fee has been added to this fund.
    - Let minutes reflect 12.21.2021 board approval of Marketing Committee revised email software.
        - Constant Contact was decided to be used, rather than MailChimp, as there was more value added with this vendor.
- **Agreements**
    - Group discussion about Samantha Renee Memorial Fund (p 5).
        - Established in November 2021, in memory of ECASD Principal's daughter. The fund already has about $10,000; the Fund contact will decide how the funds will be used (open and flexible).
        - Motion by Wayne Wille second by Angie Nijhawan, to accept. Motion passed by unanimous voice of approval.
    - Group discussion about EducatEAUrs Excellence Fund (p 11).
        - New teacher award fund (not a memorial fund).
        - One recipient per year to receive a $10,000 grant (can be used in the building or for professional development).
        - Community nominated (students, parents, alumni); accept nominations in the Fall, review in Spring; announce at Celebration of Service Banquet in May.
        - Created by owners of First Choice Pest Solutions (donors will initiate fund setup); will start next school year; advertising will be needed. There will be an online form to fill out.
        - 5% fee on fund = $500 ($10,000 grant + 5% fee = $10,500).
        - Motion by Dave Morley, second by Mike Emberson, to accept. Motion passed by unanimous voice of approval.

- **Grants**
  - Group discussion about Round 3 EDI grants recommendation.
    - Teachers and staff can write in to promote EDI work in conjunction with the School District priorities. Immersive experiences; posters of leaders around the community. There was one application not approved (teacher who wanted to start an Equity club; we need more specifics on what the grant dollars will be used for. Kim asked about unspent money; it can be carried forward to next school year, which may affect how much we receive for next cycle. Information will be in the District Update for the month it's open.
    - Motion by Wayne Wille, second by Patti Iverson, to accept the Round 3 EDI grants recommendation. Motion passed by unanimous voice of approval.
  - Group discussion about Quarterly Grant Disbursement.
    - This quarter is an abbreviated report because of an issue pulling the report; once we get full report, Sarah will do an additional grant recommendation in the next week or two to balance the books. Reconciling our accounts. Flower beds garden grant – was approved in 2019-2020 with intent to do in Spring 2020, but schools closed; thus, this grant is carried over.
    - Motion by Wayne Wille, second by Dave Morley, to accept the Quarterly Grant Disbursement. Motion passed by unanimous voice of approval.

Superintendent Update

- Welcomed Terri Grzyb, as the new Administrative Assistant to the Superintendent.
- Touched base on how appreciative he is on how District staff have stepped in to help with our staff shortage.
- Looking forward to meeting Jim and Sarah to discuss MOU/MOA Agreements (referred to LaCrosse School District to to discuss structure.
- Continue covid monitoring, adjusting quarantine guidelines.
- Close call to keep school open last Wednesday morning. We had four complaints, which were all responded to.
- Prepping for staffing next school year. High school registrations finishing up this week.
- Fewer Covid cases and fewer close contacts this past week. Mike thanked Kaying Xiong.
- Budget work – Abby working on.
- Golden Apples – appreciate businesses and Foundation.
- Board candidates – primary on February 15 (7 people running for 3 seats). There was a forum at EC Memorial on January 31.
- Recently hired 40 FTE in December (30 through ESSER funds; 10 through District funding) to start 2nd semester; thanks to Dr. Manning for her help in this process.
- We need to get aggressive with student teachers so we don't lose them to other districts.

Dave Morley: Thanked Superintendent Johnson for his support of the Foundation and all of his hard work.
Carmen: Mike is such a collaborative partner; fully support pre-service students.

Financial Report

- Discussion to approve Q3 financials.
- P22-23 of packet (Dustin discussed); our funds have increased. Ken Vance Motors fulfilled their pledge; will show up on next quarter's report.
- Mike had question on Legacy Giving. Dustin clarified and will have future discussion with Exec committee to find solution regarding donations (charitable plans).
- Motion by Becky Noland, second by Wayne Wille, to accept the fourth amendment to the bylaws. Motionpassed by unanimous voice of approval.

- Discussion to approve 2022 Budget (p 31 of packet).
- Dustin discussed the budget.
- Patti: Marketing committee had talked about intern – is there anything in budget? Dustin: Not at this time, but we have a positive operating balance, so we can add; we have reserves.
- Motion by Mike Emberson, second by Wayne Wille, to accept the 2022 Budget as presented. Motion

passed by unanimous voice of approval.

Allocations Committee Report

- No Report.

Nominations Committee Report

- No Report.

Marketing Committee

- Mike discussed Constant Contact.
    - Used phone support for launching our website; provide lots of value. Loading contact information for those who have donated; data is missing (specifically email contacts). Need to get those populated.
    - Will be sending out eblast quarterly (at minimum); there would be enough content for monthly newsletters.
    - Social media links will be added. Need Intern – posted at CVTC and UWEC. Groups to go after: faculty in school districts; retired faculty (Dave Morley); how to engage with graduating seniors (could we be the central hub for future communications, such as reunions). Hope to send to Board members to get feedback. Then send to our 900-1,000 customer base. Constant Contact donated and paid for the year (next threshold is 2,500 for customer base; price is higher; donor is happy to support to get it up and running).
    - Digital Communication Intern – Carmen said we may want to expand our reach (will work with Sarah); Should go on Handshake; word of mouth.
    - Jennifer – communication with clubs; could we consider giving a stipend?
    - Michael – touch base with John at CVTC (BJ at UWEC).

Development Committee Report

- No Report.

Executive Director Update

- Ribbon cutting for Gateways.
- RCU committing $50,000 grant.
- Art auction was postponed until end of school year (late spring/early summer).
- Golden Apple posted on Instagram and Facebook, Twitter, LinkedIn.
- GA Sponsorships – increased from 1,500 to 2,500.
- Working with Glass Orchard to create the apples; Awards and More will engrave.
- Music Access looking for 16 commitments of $5000 each (have 5/16).
- Scheels Day of Giving – received donation.
- Solar Forma grant – should find out in March if we receive.
- More donor visits.
- Annual conference is virtual.
- Working with Marketing on hiring intern.
- Secure fieldtrip funding.
- Puddle Jump – support JRLC fund.
- EDI promotional video – Pablo kicked in extra funding.
- Golden Apple banquet in April.
- 4 Board member positions up for rotation (July Board meeting).
- Any recommendations, please let Sarah know.

OTHER:

- Jim McDougall discussed Executive Committee issues:
    - Qualified IRA contributions.
    - Long-term relationship with Mike Johnson and the School District.
    - Ongoing conversation with community foundation with regards to our structure as a supporting organization.

Patti thanked WEAU for promoting the Golden Apple awards and all of the work of Sarah French and Mike Johnson. Enthusiasm is contagious.

Next meeting Tuesday, April 26, 2022, 12:00pm

Mark your calendar:
Thursday, April 14, 2022 – 7th Annual Golden Apple Awards at Florian Gardens

Motion by Patti Iverson, second by Dave Morley, to adjourn the meeting. Motion passed by unanimous voice of approval.

Meeting adjourned at 1:28pm.