

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

Date: July 27, 2021

Time: 12:00pm

Location: Wipfli

Attendees:

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

Notes: Marisa Anton

Guests: None Present

Meeting called to order at 12:09pm by Chair Jim McDougall.

Call to Order

- Approval of minutes of 4/27/2021
 - Motion by Becky Noland, second by Julia Diggins. Motion passed by unanimous voice of approval.

Other Business

- **Policies**
 - No Policies
- **Agreements**
 - No Agreements
- **Other**
 - Voted on and approved via Email
 - 7.12.2021 board approval of Solar on Eau Claire Schools closing fund grant of \$115,709.39
 - 6.28.2021 board approval of Nominations Recommendation (Brad Juhlke)
 - 5.21.2021 board approval of Music Access Fund creation (p 5)
 - 5.20.2021 board approval of Equity, Diversity & Inclusion Fund creation (p 7)
 - 5.20.2021 board approval of Husky Helping Hands Fund creation (p 9)
 - 5.17.2021 board approval of GATEWAYS Fund creation (p 11)

- **Grants**
 - Group discussion about Golden Apple Interfund Transfer. All proceeds are transferred into the Endowment Fund and the dinner portion was moved to last year's grant cycle.

Motion by Wayne Wille, second by Mike Emberson, to accept the Golden Apple Interfund Transfer. Motion passed by unanimous voice of approval.

- Group discussion about Quarterly Grant Disbursement. When awards are granted, schools purchase items on District PCards and the Foundation reimburses the District from these funds.

Motion by Wayne Wille, second by Becky Noland, to accept the Quarterly Grant Disbursement. Motion passed by unanimous voice of approval.

Superintendent Update

- Mike Johnson shared information about what back-to-school will look like in the fall. Some of the changes were piloted during summer school to ensure safety of students and staff.
- Information will be provided in the coming weeks on more specifics for things like instructional models, classroom set up, visitor policies, etc. The District will continue to promote vaccinations, district and community wide. Vaccines allowed the District to finish strongly with limited cases and quarantines.
- Currently the System Leaders are working on a two-day data retreat to dig into the results of the past year and a half and how it will shape their work going forward.
- Mike would like to recognize the Foundation at the Back-to-School Kick Off celebrating last years successes and this years wishes. Hopefully the Foundation can have a place to speak to the staff and help the District get off on the right foot.
- There is a Steering Committee forming to help gage where the District's Equity Statement is going.
- Mike is very appreciative of the Foundation. Sarah and Mike have talked, and Mike is very interested in an MOU with the Foundation and moving forward.

Financial Report

- Dustin Wiesner reviewed the quarterly financials, admin fees, and the Marketing Committee activities. Foundation is hoping that the \$50,000 from the District will come in Q3 to help balance the books. Timing of the cycles affects the bottom line each quarter. A detailed list of the donations was given to the group.

Motion by Becky Noland, second by Wayne Wille, to accept the Q2 financials. Motion passed by unanimous voice of approval.

- Administration Fees are charged for each donation that is given to the Foundation. A portion of the fee goes to the Eau Claire Community Foundation (ECCF) for their assistance in administering the funds. There was a meeting with Sue and Aaron in June to get more information on how the administration fees are split between both entities. This split will be reviewed every five years or at every new Million Dollar increment the Foundation meets. The ECCF is a vehicle for the investments for the Foundation.
- When expenses come up please share the cost vs. anticipated gifts with Dustin to see if we can fit the expense into the budget.

Allocations Committee Report

- Sarah shared normally there is one grant cycle \$12,000 awarded in the fall, the group is looking to allocate \$6,000 for fall and \$6,000 for spring. The Foundation had about as many applications in the spring as they normally have in the fall. By allocating on an as needed basis, it allows for flexibility to use the money throughout the full year.
- Discussion ensued on what the deadlines would be for each grant cycle.

Motion by Jen McHugh, second by Mike Emberson, to accept the 2021-22 Grant Cycle Allocation. Motion passed by unanimous voice of approval.

Nominations Committee Report

- No Report.

Marketing Committee

- Mike Emberson shared the Foundation doesn't have a mechanism to help take care of the donors. Managing data is critical to keep the database of donors. The Marketing Committee investigated Constant Contact for mass messaging. The District Partnership Coordinators were taking care of this. The District pulled the funding for this project and there is nothing managing the data at this time. The Committee is asking if they can move forward with the project. The cost to do this is \$600-\$800 annually depending on the amount of data in the database. Mike explained the significant impact that having this tool would have on the Foundations efforts

moving forward. This tool could be maintained by a marketing intern or someone on the Marketing Committee. Another option is going with the ECCF's tool. Four pillars were created for marketing and discussion was had amongst the Marketing Committee to see if events could be created to sponsor each pillar.

- Dustin asked if the Foundation could use ECCF's system until they get up and running with their own. He also mentioned that the Foundation is paying 10% of ECCF's operating costs and the Foundation may be able to leverage their workforce to help maintain information. ECCF houses the current donor database, however it is not a communication device. Making sure that there is compatibility between the current database and whatever new database the group chooses is key. Mike Emberson will follow up with Sue on some of these items at the ECCF.

Development Committee

- Julia Diggins talked about the importance of Board giving. The giving goes a long way in terms of grant acceptance and talking to donors. When Trustees can say that they give and why it is important, it resonates with donors.
- Annual or monthly gifts to endowment funds, donations to large projects, some trustees have the Foundation listed in their estate, and family funds are a few examples of the many options are available. See Sarah or Julia if you are interested in giving.
- Working on the retreat for next week and looking to see how the Foundation can grow its donor base. Looking to see how to get parents information into the system. Are there creative ways the Foundation can offer for parents to join the database. Looking into a kid focused event to hopefully gain some contacts as well.
- The District has expressed interest in an Exit Survey that could be helpful for the Foundation. Could Kindergarten enrollment be a place we could have parents 'opt in' to communication?

Executive Director Update

- Sarah said she is working on lots of projects but wanted to share some specifics. The Gateways project out of Eastridge Center for Special Education students, working with Angie on the Music Access Fund similar to a women's giving cycle, and Mike Johnson joined Sarah at a meeting for a legacy fund. Has been a busy quarter, lots of donor visits. There are no shortages of needs and lots to continue talking to donors about.

Executive Committee Report

- Jim McDougall said there are a few things wrapping up and the group is refocusing energy into the group and how it can help the larger board.
- Thank you Blenda for all your service over the past six years. This is not goodbye, just until later! Early on, Blenda chaired an effort for a new playground at Montessori and then went on to be the Foundation Board Chair for two years. She will be missed on the Board of Trustees.

Trustees

- Introductions around the table to see and meet all new Trustees.

Next meeting Thursday August 5, 2021 – Annual Retreat – ECASD Board Room 137

Motion by Dr. Blenda Yun , second by Patti Iverson, to adjourn the meeting. Motion passed by unanimous voice of approval.

Meeting adjourned at 1:35pm.