

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

Date: January 28, 2020

Time: 12:00pm

Location: Wipfli – Clairemont Conference Room

Attendees:

☐ Grant Beardsley	☒ Dr. Lori Bica	☐ Sue Bornick	☒ Ned Donnellan
☒ Mike Emberson	☐ Jenny Fesenmaier	☐ Dr. Mary Ann Hardebeck	☒ Kimberly Hill
☐ Dr. Jeff Jones	☒ Heather Market-Sullivan	☒ Jim McDougall	☒ Jennifer McHugh
☒ David Morley	☒ Becky Noland	☒ Flo Sheridan	☒ Dustin Wiesner
☒ Wayne Willie	☒ Dr. Blenda Yun		

Notes: Meta Miske

Meeting called to order at 12:03 by Chair Dr. Blenda Yun.

Call to Order

- Chair Dr. Yun welcomed back Sarah French as Executive Director.
- Approval of minutes of 7/30/19 and 10/29/19
 - a. Question to clarify the fee structure for Memorial Athletic Complex Donors
 - b. Sarah French noted that on page 13 of the packet she had attended the Alumni Association meetings, not just one as noted by Dr. Hardebeck in the minutes. Mike Emberson said there was a lack of full transparency regarding the Alumni Association and messages being shared.
 - i. According to ECASD Records, they began to officially meet to work with ECPSF on February 15, 2018. Sarah attended meetings on the following dates:
 1. February 2018
 2. April 2018
 3. May 2018
 4. February 2019 **This is the last meeting Sarah attended
 - ii. Sarah did not attend the scheduled meetings on the following dates:
 1. November 2018
 2. April 2019
 3. September 2019
 4. October 2019
 5. December 2019
 6. January 2019
 - iii. Therefore, Sarah only attended one meeting during the last year according to ECASD records.
 - c. Motion by Becky Noland, second by Jim McDougall to accept both sets of minutes. Motion passed by unanimous voice of approval.

Finance Committee Report

- Dustin Wiesner reviewed the financial reports. He noted that assets have grown by almost 50% in the last year.
- Review of budget versus actuals for 2019

- It was asked what happens if the MOU with the ECASD is not approved and the \$50,000 allocated by the ECASD contingent upon the MOU is not given to the ECPSF
 - \$50,000 only covers the salary, doesn't cover payroll taxes, etc., so ECPSF must find a way to pay for those extra expenses
 - Suggestion to talk to ECASD's Budget Development Committee about the \$50,000
 - Suggestion that as Trustees make their annual donation to consider undesignated donations which can be used for operations
 - \$50,000 was only earmarked by ECASD for this year; the \$50,000 hasn't been removed from the MOU in all the negotiations so it's assumed it will continue for the foreseeable future if the MOU is approved
 - There is a quasi-endowed ECPSF Fund for Tomorrow that can be used for operations if needed
 - Investment gains for other endowed funds stay must within those funds and cannot be used for operations
 - Comment that ECPSF's due diligence should be to try to become self-sustaining through fees, unrestricted funds, operating cost campaigns and a fundraiser for ECPSF Fund for Tomorrow
- American Phoenix schedule is for pledge to be paid in the fall and suggestion that perhaps the J Murphy Scholarship Fund should be placed on a schedule for pledge payment.
- Motion by Jim McDougall, second by Becky Noland to approve Q4 Financials by Jim McDougall. Motion passed by unanimous voice of approval.
- Dustin reviewed the 2020 Budget which includes \$50,000 from the ECASD. They will need approximately \$14,000 of outside donations to keep operations as-is without utilizing ECPSF Fund for Tomorrow. Budget for MHS Complex is only about half of what they are expecting to collect, Solar on EC Schools includes total projected fundraising.
- Motion by Ned Donnellan, second by Becky Noland to approve budget. Motion passed by unanimous voice of approval.

Development Committee Report

- Jen McHugh said she met with Jim McDougall and Sarah French to take over as chair of Development Committee. Most of the committee is also on the Golden Apple Committee so they've been focusing on the Golden Apple Awards.
- Heather Market-Sullivan said they had a slow start for Golden Apple Nominations. They've visited 17 schools and will visit the last four tomorrow. They are working on meal planning for the event.
- Jen encouraged everyone to engage with the Facebook posts about the Golden Apple Awards.
 - The ECPSF Facebook page was rebooted – they had to create a new page and need their past followers to follow the new page. Everyone was encouraged to share and invite others to follow the new page.
 - ECPSF now has Instagram and Twitter so please follow and engage with those social medias.

Marketing Committee Report

- Mike Emberson said he's attended four meetings now trying to work with the ECASD to get the Constant Contact access to reach out to Alumni. He's feeling challenged about who they are and how ECASD perceives ECPSF. As they get closer to getting the necessary accesses, they are facing the dilemma of who to direct donors to. He doesn't feel they can have a big event to raise money for ECASD at this time. He feels the red-lined MOU from the ECASD gives them nowhere to go and as a businessman he would "be done" if someone returned the red-lined document to him.
- Mike attended the ECASD Policy & Governance Committee meeting on October 21 and doesn't know if School Board members know what the ECPSF does for the ECASD. There is a disconnect between the groups.
- Mike met with Alumni Nations which works to develop databases of alumni but charges a fee. That group would do what ECPSF does with alumni but would need the support of the ECASD. Alumni Nations said Wisconsin is the least charitable state in the U.S., so they are facing an uphill battle.
- Mike met with the Partnership Coordinators, with ECASD's Jim Schmitt, and Sue Bornick. The Partnership Coordinator's sent out an alumni newsletter to 500 people; they each spend five hours a week working on

alumni relations. He is concerned that as this builds and people start to give money, where do the donations go? How does ECPSF follow up with them? It's not clear for the Partnership Coordinator's on where to direct donors.

- Mike is concerned about the MHS Athletic Facility and a perception in the community that the first 100 donations are free from fees.
- Mike said past graduating seniors gave the ECASD a lot of data but didn't have the opportunity to agree for their data to be shared with the ECPSF. ECASD has changed the exit survey for this coming year so graduates can agree to have their data shared.
 - ****UPDATE** ECASD is reaching out to past graduates to invite them to opt-in to have their data shared with ECPSF**
- Mike expressed desire to clarify which donations go the ECPSF and when; he said ECASD needs to agree to make the ECPSF its sole fundraising arm. If all donations went through ECPSF and were assessed fees, ECPSF would be self-sustaining.
- Mike has a meeting on Thursday with the Partnership Coordinator's. He's trying to determine what their plan is. He may need content for the newsletters the Partnership Coordinator's send out. He needs some data about the students who benefit from services/money from the ECPSF. He needs a bigger purpose from the ECASD.
- Mike would like the MOU to indicate the Superintendent and a School Board rep should continue to attend ECPSF Board of Trustees meetings. Lori Bica believed the red line to remove those persons from attending ECPSF meetings may be from the Coherent Governance model the Board is moving toward to try to bring Board members back to the high level and get them out of the "weeds."
 - Mike said there's a disconnect as to how ECASD Board members perceive ECPSF's role.
 - Lori said that by serving on the ECPSF she is aware of what's going on but not all Board members know what the ECPSF does. The benefit of the Coherent Governance model is that all information is presented to the full Board so everyone receives the same information.
 - Sarah said it's best when there is a dialogue and give and take. Jim said that it's been very challenging dealing with Policy & Governance Committee because of the process; they may only speak for four minutes at Public Comment, there's no open discussion.
 - Lori believes there is a lot of innocent misunderstanding. Lori said ECPSF can ask to be on the Policy & Governance agenda for a discussion. Jim said they worked for eight months to get on the agenda and they've only been permitted to speak during public comment. ECPSF isn't on the agenda, the MOU presented by Abby Johnson is on the agenda.
 - Sarah said she and Sue Bornick have been trying to have meet with Abby Johnson, but Abby cancelled the meeting because she hadn't heard back from the attorney regarding the MOU and hasn't been willing to reschedule. They want to meet with Abby since she seems to be the communicator with the Policy & Governance on behalf of the ECASD. ECPSF isn't asked questions by Policy & Governance.
 - It was asked if the Partnership Coordinators can be told that all donations should be directed to the ECPSF. Mike said no, there's booster clubs which fundraise for the schools, PTA's, etc. who are also fundraising, and until the MOU is approved, they cannot tell anyone where to direct donations. The Alumni Association is going after the same customer base as the ECPSF and they could end up competing if the District doesn't agree to have all donations go through the ECPSF.
 - The message should be that ECPSF doesn't "want the money," ECPSF is providing a service to raise money for students and teachers.

Executive Committee Report

- Dr. Yun planned to discuss the MOU status which had been discussed already; she did not provide a separate report.

Superintendent Update

- Dr. Hardebeck was unable to attend.

Executive Director Update

- Sarah said there is an update on page 22 of the packet. She thanked everyone for having her back. She's been working with Sue Bornick to transition back and has been working on the following projects:
 - Donor visits
 - Golden Apple Awards
 - Solar on EC Schools – working with the fundraising committee and had an interview with WPR yesterday, working with Abby Johnson on the RFP process
 - New social media accounts including Twitter and Instagram
 - It was discussed if ECASD is not allowed to have Instagram as ECASD doesn't utilize it
 - NHS class of '75 invitations and request for donations
 - Annual Report content with ECCF
 - Visits to meetings of committees of ECASD School Board – Sarah said even when ECPSF isn't on the agenda she has been attending and speaking at Public Comment to remind the School Board of the services ECPSF provides
 - MHS Athletic Facility Fundraising committee - working to secure a few major gifts before launching the large campaign
 - Scholarships
 - Large view of what it means to give to ECPSF with Development Committee
 - Alumni Association collaboration
 - 1 on 1 work with principals (will be new principals next year at Memorial, Montessori, and Putnam)
- Upcoming events:
 - National School Foundation conference – Sarah is attending
 - Golden Apple Awards on April 16 – everyone should plan to attend
 - ECPSF Team for the Puddle Jump – will support an ECPSF fund
 - Night to Fight Hunger event which supports an ECPSF fund

Other Business

- Policies
 - None
- Agreements
 - Amendment Fund name change: ECMAC to ECMAF (Complex changed to Facility.)
 - Motion by Jim McDougall, second by Wayne Willie to approve amendment. Motion passed by unanimous voice of approval.
- Other
 - Let minutes reflect 12.10.19 electronic Board approval of PESI Agreement.
 - Let minutes reflect 11.8. 19 electronic Board approval of Putnam grant modification.
 - Motion by Wayne Willie, second by Jim McDougall to approve previous electronic Board approval. Motion passed by unanimous voice of approval.
- Grants
 - Discussion and motion to approve Quarterly Grant Disbursement.
 - Motion by Mike Emberson, second by Dave Morley to approve Quarterly Grant Disbursement. Motion passed by unanimous voice of approval.

Other:

- Jim said they will work to update by-laws to allow electronic approval of items.
- The Nomination Committee will be looking for nominees with accounting or legal backgrounds, so please let Sue Tietz, Mike Emberson, and Grant Beardsley know if you know someone with those skill sets who would be good to approach.
- Make sure to let Sarah know if you're aware of any place/events in the community she can present at.
- Does the ECPSF have a "seat at the table" with the new Superintendent hire?
 - Lori said January 31 is the application deadline. Applicants names will remain confidential until finalists come from onsite interviews. They've gathered information from groups about what they are looking

for in a new Superintendent. If the ECPSF has thoughts about qualities they'd like to see in a new Superintendent or thoughts about how they'd like to interact with the finalists who come to the interviews, she'd like to know. Groups will have an opportunity to provide feedback.

- They are about 2-3 weeks out from beginning to plan itineraries for the candidates who come.
- Mike asked if they can have a "seat at the table" as a stakeholder. Lori asked what would be meaningful interaction so they can give feedback? Thoughts can be emailed to superintendentsearch@ecasd.us.
- Lori said many of the candidates are sitting Superintendent's elsewhere and cannot have their names public until the end in order to avoid problems in their current districts; therefore the process will remain confidential until finalists are announced.

Motion by Ned Donnellan, second by Jen McHugh to adjourn the meeting. Passed by unanimous voice of approval.

Meeting adjourned at 1:30.