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

Date: January 24, 2023

Time: 12:00pm

Location: Zoom and Wipfli

Attendees:

☒ Wayne Wille, Chair	☒ Patti Iverson	☐ Jennifer McHugh	☒ Michael Strubel - virtual
☐ Emily Kurth, Vice-Chair	☒ Dr. Carmen Manning	☐ Angie Nijhawan	☐ Dr. Lori Bica
☒ Brad Juhlke, Treasurer	☒ Heather Market-Sullivan	☒ Becky Nolan	☒ Mike Johnson
☒ Julia Diggins – virtual (joined at 12:29)	☒ Laura Marthaler	☐ Amy O'Connor	☐ Grant Beardsley
☒ Kim Hagen	☒ Jim McDougall	☒ Derek Prestin	☐ Todd Johnson
☒ Jane Christenson			☒ Sue Bornick

Notes Generated by: Terri Grzyb

Guests: No guests

Meeting called to order at 12:06pm by Chair Wayne Wille.

Welcome Jane Christenson, ECPSF Executive Assistant . . . Jane gave a quick introduction. Knows Todd through Montessori Charter School; was a Partnership Coordinator there for almost 10 years; lives in Eau Claire with husband and son (senior at Memorial).

Superintendent Update – Mike Johnson

- Referendum passed. Excited to meet with Market and Johnson and partners. Discussing schedule and various opportunities.
- Meetings with Todd have been helpful and informative.
- Will be filming Golden Apple video at Meadowview on 1/25.
- MOU with the Board – Steve Weld has looked at; need to move forward with this.
- Preliminary work on seniors to get our alumni lists to keep connection with our students.
- Continuing communication with the Foundation through District Update and videos.
- Meeting with legislators to discuss funding formulas.
- 2nd Friday count in January. Staffing for next year. Student registrations are coming in.
- Bond sale – will save taxpayers $8 million. Positive audit report at 1/23 School Board meeting.
- Heather Market-Sullivan – are there issues with students not logging in when going virtual for inclement weather? Is there any support needed? Mike has asked for staff feedback and will ask at the upcoming Principal meeting and about the possible need for hotspots.
- Carmen – recruitment and retention of staff – how can our grants align with district priorities and the ability to recruit and retain staff? Is there another strategic layer as we move into another grant cycle?

Call to Order

- Approval of meeting minutes of 10/25/2022.
    - Motion by Carmen Manning, second by Patti Iverson. Motion passed by unanimous voice of approval.

Financial Report – Brad Juhlke

- Discussion about Q4 2022 financials.
  - Do not have financials yet. Software that the Community Foundation uses for accounting/grants had a glitch; unable to get financials prepared for this meeting. Will have to send out later and approve via email; Sue said we can disseminate via the portal; this will be a test. Approve in the software (will send out email just in case); Brad will send out when they are received.
  - Wayne – may seek to push back Board meetings by a week, due to the time crunch in receiving the financial reports. Todd will update with any changes in our scheduled meetings to allow for more time and if the meetings aren't pressed for time. Please be aware of any modifications.

Executive Committee Report – Wayne Wille

- Met and got updates from Todd. Lots of positives and forward momentum. Great to have Jane and the added support. Learning what needs to be focused on, such as securing sponsorships.
- Emily Kurth submitted a request to resign from the Board. Will be looking for some Board members at some point going forward; in good place right now with 15 members (aim to keep odd number).
- Wayne's employer has signed up to renew sponsorship.

Marketing Committee Report – Laura Marthaler

- The Marketing Committee met a couple of weeks ago.
- Discussed big goals.
  - Donor database – how do we grow it?
    - Alumni association – how to form and work with schools to get email addresses from graduates and how to communicate with them (emails, invite to events, etc.).
  - Editorial calendar – set schedule of events throughout the year so everyone knows what time of year we do things. Would like to solidify so we have a plan and process.
  - Annual report; Patti volunteered to proofread.
    - Will try to cut down on print copies and do more electronically to save on costs and less paper.
  - Currently called the Marketing Committee – is there a better name to best describe what we are doing?
  - Get in front of local service and leadership groups to tell them what we are and do.
    - Wayne – is Todd taking the lead or can other Board members do this? At this time, it's been Todd, but Laura will ask to see if other Board members would like to do this.
    - Kim – asked about having press through Volume One to explain what the ECPSF is; would be free; maybe an advertisement, as well. What about having an article and possibly "Best in Foundation?" A way to get our name out and know more about the Foundation.
    - Michael – editorial calendar will be a strategic plan for the year; put comprehensive list of media contacts together and have a strategy to follow up – "the more the merrier;" the PR side is the goal of the editorial calendar; marketing/PR committee or communications committee were suggested names of the committee; marketing is putting dollars towards something and public relations is everything else. Need to get in front of as many people as we can. Regular appearances on Hello Wisconsin, etc.
    - Sue – will send Laura the public relations media list (the Community Foundation keeps this updated on a regular basis).
    - Jim – doesn't see why we can't change the name of the committee.

Development Committee Report – Julia Diggins

- Spent time with Todd talking about the purpose of the committee – donors and fundraising strategy discussion.
- Annual report was discussed. Print vs. online.
- Ways to get our name out there – focus for us is how to find an easy way for those who know and hear about us to

turn them into donors and have their contact information.

- Marketing and Development joint meeting – possible next step?

Golden Apple Update – Jane and Heather

- Jane – started presentations in our buildings and seeing the impact that it makes.
- Have completed 9 visits; hope to continue the other 13 in February; added Eau Claire Virtual School (presents challenge on how to present). Heather has been part of the visits.
- Heather – Jane has done a great job with scheduling the presentations.
    - First week in February will start airing one a day. Repeats throughout the day.
    - Shooting a fun commercial to promote the Golden Apple.
    - Banquet planning is taking place – April 13 from 5-8pm.
    - Working on invite process.
    - Table sponsors still needed (2).
        - Jim – Give thoughts to businesses who might be willing.
        - The sponsorship includes a very valuable package. Advertising is still through WEAU. It's a value add for businesses. Michael mentioned that Prevea was a possibility. Sue mentioned Pesi. Julia has a couple of people in mind. We generally have a high renewal rate.
        - Sue – Can put "Anonymous" for Donor on tables.
        - Carmen – Can be motivational when seeing Donor names on tables (the businesses that care about kids).
        - Patti – Not fair to teachers when no donor; be mindful of that. Carmen – Maybe the sponsor is the Foundation/Board as a backup plan.
        - If the recipient wants more seats, could we approach the donor about relinquishing seats, which would open up more seats to the recipient?

Executive Director Update – Todd Johnson

No update

Other Business

- Agreements
    - McKinley Charter School Environment Fund.
        - New fund to support purchases to improve the physical environment.
        - $10,000 establishing gift, non-endowed.
        - Motion by Jim McDougall, seconded by Brad Juhlke to approve the fund as presented; motion passed by unanimous voice of approval.
    - ECASD Virtual School.
        - Establish pass through fund – minimum of $100; balance is currently $0.
        - Motion by Carmen Manning, seconded by Jim McDougall to approve fund; motion passed by unanimous voice of approval.
    - Memorial Class of 67.
        - Discussion regarding the balance and fund level.
        - Should the funds be endowed or pass through? It had been going in districtwide endowed fund; page 27 of packet tracks history of this fund; around $9,500.
        - Sue suggests an amendment, and the final amount will be determined by the treasurer.
        - Jim recommends moving into pass through fund without charging an admin fee because we've already charged the admin fee.
        - Motion will be tabled for approval later.
    - Fore the Kids (renew with no changes).
        - Motion by Becky Noland, seconded by Derek Prestin to approve fund; motion passed by unanimous voice of approval.

- Grants
    - Quarterly Grant Disbursements.
        - Motion will be tabled, as it was not included in packet (the final numbers).

Sue – The Community Foundation is looking at scholarship fund policy – new enhancement in the software from training; amended policy to use September 30 as ending date. Take scholarship amount and put in checkbook so they don't receive market fluctuation. Also, we were asked to do a survey of all Foundations; looking at designated funds and fee structure. Going out for an Executive Director search; Sue is not retiring; rather, she is stepping down (will work in development plan giving; special project role). Looking at large amount of assets coming in and need more assistance with workload; Wipfli has been hired to do the search; will take about 6 months.

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

Meeting adjourned at 1:23pm

Next meeting Tuesday, April 25, 2023, 12:00pm