

GRAFTON EDUCATION FOUNDATION, INC.
BOARD OF DIRECTORS MEETING
November 8, 2011

APPROVED

GHS Library Media Center

I. Call to Order

B. Hoffman called the meeting of the Board to order at 7:10 p.m.
This is a regular meeting of the Board of Directors.

Voting Members Present: M. Cibulka, M. Donahue, B. Hoffman, R. Kranitz, J. McNally, R. Riddle, A. Schroeder, S. Vepraskas

Non-Voting Members Present: C. Bauer, A. Shanks

Member Excused: L. LaMaster

Member Absent: NONE

Guests Present: S. Crowley, S. McDonnell, K. Walton

II. Previous Meeting Minutes

R. Kranitz submitted the minutes from the October 11, 2011 meeting for review. No additions or corrections were made. S. Vepraskas moved to approve the minutes; seconded by M. Cibulka. Motion carried 7-0.

III. Treasurer's Report

M. Donahue submitted the Treasurer's Report. Motion to accept the Report as presented was made and seconded. Motion carried 7-0.

IV. Collection of Board Member Responsibilities

S. Vepraskas reported on the list of job descriptions that have been collected and is almost completed.

V. Lambeau Concession Stand Update

We have 42 volunteers for one game. Volunteers can take a mileage deduction (\$.55 for business and \$.16 for charitable). We may approve a BP gift card of \$35 per trip. We could seek donors from gas stations. GEF does well with volunteers – many other groups have the same people in attendance at each game.

A motion to give \$35 gift card per trip to the four leaders was made and seconded. Motion carried 7-0.

**A. Schroeder arrived at this point **

VI. Combined Giving Campaign Recap

\$144 has been given from Grafton School District. We received \$125 of it, less \$15 for United Way's share.

VII. Alumni Development Team

B. Hoffman reported that he looked into non-profit postage rates for use with the alumni program. The cost is \$190 one-time and annually to get that rate which is standard postage, not first class.

VIII. Endowment Fund Campaign

We need a chair, a plan and a timeline to progress.

IX. Seeds to Harvest Recap

In January, we will have to thoroughly discuss this. A. Schroeder did well. We had great auction items and several great helpers. We will recap 12/1/11. We had 59 bidders – down from 140 in 2010.

\$7,601 from the silent auction including

\$1,100 from the live auction

\$ 960 from raffles and others

We have items left over. Some were low bids and some below. We were competing with other events so there were less people in attendance than last year. We had more diversified distribution of parents among schools. The video was great. Kapco donated \$1,000. Total gross was around \$9,000. Last year it was \$12,000. We tracked all bidders by item. We had small charge at door. By contrast one fundraising event held in Cedarburg last week charged \$60 x 230 people attending and made \$45,000 total at their event.

X. Other Fund Raising or Development Activities

S. Crowley suggested making Seeds more of a gala to raise entry fee to \$60/person. We need better promotions and should budget for an appeal letter, e.g. to alumni. R. Riddle stated that she won't do the big stand again at Lambeau. Instead we could run a concession at Miller Park. That requires commitment to serve at 12 games of 80 games scheduled, and requires fewer volunteers. Lambeau is busier than Miller, but given this year's Brewer success, we may do well at Miller Park. Lambeau was a big PR success.

In future we can do a garage sale. The golf fundraiser would need 40 volunteers – 200 total in 5 days. We need to sell 144/outing. Pay \$100/round and charge \$175. Foursomes @ \$175. This is over July 4th – so the consensus is that this proposed event won't be successful.

We may also consider distributing catalogs. Those produced \$5,000 per school at one school in the area recently.

Appeal letter could be large and net \$2,000.

The software by which we kept track of income at the Seeds event was extremely helpful. It costs \$500 to purchase.

XI. 2012 Budget Preparation

In 2011, approximately \$23,000 was raised at the Lambeau Field fundraiser. If we do as well this year and with revenue of \$10,000 from Seeds to Harvest, we will gross \$33,000. We had \$3,000 in expenses, providing a net income projected in 2011 of \$30,000.

XII. Additional Committee Reports

None.

XIII. Other Matters

Insurance for events – need to get quotes.

We will meet on December 13. See I♥Heart Grafton website.

XIV. Adjournment

Motion to adjourn meeting was made and carried 8-0. Meeting adjourned at 9:18 p.m.

Respectfully submitted,

Richard Kranitz
Secretary