

GRAFTON EDUCATION FOUNDATION, INC.
BOARD OF DIRECTORS MEETING
March 13, 2012

GHS Library Media Center

I. Call to Order

B. Hoffman called the meeting of the Board to order at 7:00 p.m.
This is a regular meeting of the Board of Directors.

Voting Board Members Present: Mike Donahue, Bob Hoffman, Lisa LaMaster, Julia McNally, Renee Riddle, Steve Vepraskas

Non-Voting Board Members Present: Cristy Bauer, April Shanks

Voting Members Excused: Mike Cibulka, Abby Schroeder

Guests Present: Dick Best, Shawna Parsons, Karen Walton, Pam Wizarde

II. Previous Meeting Minutes

R. Hoffman submitted the minutes from the February 14, 2012 meeting for review. No additions or corrections were made. C. Bauer made a motion that L. LaMaster seconded to approve the minutes. The motion carried 6-0.

III. Treasurer's Report

M. Donahue reported that there was no activity in the past month.

IV. Children's Clothing and Toy Resale

P. Wizarde distributed a printed copy of two flyers that she developed. One is a half-page flyer that we will be distributing to advertise the Resale. The second is a full page flyer with a primary audience of prospective sellers. Pam said that she is planning to buy display ads in the local newspapers and wondered how much she could spend for the advertising. After a discussion, M. Donahue made a motion that J. McNally seconded to approve an advertising budget of \$300. The motion carried 6-0. Pam will be emailing the two flyers to all. Pam said that she is looking for hanging racks.

A discussion followed on how we should split the sales with sellers. The two options were 60% to the seller and 40% to the GEF or 70% to the seller and 30% to the GEF. A suggestion was made that we should provide a 70/30 split this year, and then reduce the split

to 60/40 next year. But that was quickly dismissed. After a vote a split of 60/40 was agreed upon.

V. Kennedy Carnival

We decided at our February meeting to donate a basket to the Kennedy Carnival in an effort to generate PR for the Foundation with the Kennedy parents. B. Hoffman reported that when he received a reminder email from the Kennedy Carnival staff last week about delivering the GEF basket, he realized that he had not recruited anyone at our February meeting to gather items for the basket. Since he did not believe that the left over's from STH were appropriate for the basket, he went shopping for items for an Arts and Crafts basket. He purchased a \$75 gift certificate to Glaze and approximately \$25 of children's crafts from Michaels.

NOTE: The \$100 cost of the basket items had not been budgeted and no motion was made at the meeting to reimburse B. Hoffman for his purchases.

VI. Lambeau Field Concession Stand

R. Riddle distributed the Lambeau Concession Stand Income Statement. It showed income of \$27,355.11, and expenses of \$2,145.15. After splitting commissions of \$1,887.24 with the Northern Kettle Moraine Horse Trail Association, Renee reported that the Lambeau Field Concession Stand project resulted in a net profit for the Grafton Education Foundation of \$23,322.72.

VII. One to One Technology Initiative

B. Hoffman provided the following recap and timeline of the One to One Technology Initiative. At the December 2011 GEF Board meeting C. Bauer suggested that the GEF fund a district wide project in addition to funding grants to staff. The Board agreed to have her spearhead this effort. She attended a school district administration team meeting, at which time she offered the GEF's financial assistance, and asked them to determine where the district needed help with funding. At the January GEF Board meeting, she reported the school district had asked the Foundation to support the One to One Technology Initiative. However, she reported that the district had not defined the scope of the initiative, the number of devices in the initiative, the cost of the project, the implementation timeline, and many other details.

B. Hoffman told the Board that he has recently been in contact with Dawn Zandt, Director of Curriculum and Instruction for the school district. He explained to her that if the GEF is going to make a financial commitment for the 2012-2013 school year, it needs to

make a decision about the extent of its involvement in the One to One Technology Initiative at its May 8th meeting. To meet that timeline, the Foundation needs to have detailed information on the district's planned One to One Technology Initiative at its April 3rd meeting.

C. Bauer reported that so far the district had not made any additional progress in defining the scope of the One to One Technology Initiative. She also reported that she would not be able to attend the April 3rd GEF meeting when the district would be presenting the One to One Technology Initiative plan to the GEF Board of Directors.

Several people in attendance at the meeting requested that B. Hoffman arrange for Rick Seybold, district Information Technology Coordinator, to attend the April 3rd meeting of the GEF.

M. Donahue and C. Bauer left the meeting at this point.

VIII. Grant Committee

K. Walton reported that she received 2011 Grant Evaluations from five of the six grant recipients. (The Reality Store has not started as yet.) All of the comments were positive. She said that if anyone would like to read the evaluations, to contact her.

K. Walton reported that 19 grant applications had been received for 2012. The total amount requested for the 19 applications was \$66,000.

IX. Seeds to Harvest

A. Schroeder was not able to attend the meeting so a final report for 2011 Seeds to Harvest was not available.

The members present brainstormed some ideas for the 2012 Seeds to Harvest, including:

How much money do we want to raise? Should it be a major money raiser, or primarily a PR event?

Who is our audience – school parents or the "Chamber Crowd?"

Some thought that the last two events have been boring. We need to entertain future attendees.

How about a barn dance?

Is the Family Farm suitable for a fancier event such as a sit down dinner?

At some events, local corporations "buy a table", invite customers and employees, and expect them to spend money

Could we hold Seeds to Harvest in a school building and not provide alcohol?

Should STH be a recognition, catered, dinner and silent auction for sponsors and Friends of the Foundation?

What other venues would be appropriate? Do we have to hold the event in Grafton?

If another venue is available could we change the date in 2012 from October 20th?

Should we make this a family event?

Would the Rose Harms Post be suitable, or are there already too many school events held there?

Should we have musical entertainment? Should we use school groups or community groups?

How about a soup contest? We could charge "soup makers" and attendees. We could have prizes for the best soup. Should we have all the elementary children make a soup bowl that we could also raffle off?

Is it feasible to set up a tent in the Family Farm parking lot, and supply it with electricity so that the soup makers could use it to prepare their soup?

Most of the money raised in the past two STH events has come from GEF Board Members, School District Personnel, School Board Members and teachers. Very little has come from parents.

At the end of the "brainstorming," there was no consensus on what to do and no decision had been made on the 2012 STH event. B. Hoffman suggested that a small group of the people present at the meeting should meet, go through the ideas presented, and come up

with a recommendation. No one volunteered to be a part of the group.

S. Vepraskas offered to contact Marko Musich to determine if a parking lot tent with electricity was feasible. He will email the Foundation members with the results of his discussion.

R. Riddle offered to contact the art teachers in the schools to determine if the children could make soup bowls. She will email the Foundation members with the results of her discussion.

X. Strategic Planning

D. Best announced that the Strategic Planning initiative will wrap up in two more meetings. He will send everyone material and instructions in preparation for the next meeting.

XI. Additional Committee Reports

None.

XII. Other Matters

The April Board meeting has been rescheduled. It will be held on Tuesday April 3rd in the Teachers' Lounge of GHS.

XIII. Adjournment

L. LaMaster made a motion that J. McNally seconded to adjourn the meeting. The motion carried 5-0. The meeting was adjourned at 9:15 pm.

Respectfully submitted,

Bob Hoffman
Secretary pro-temp