

GRAFTON EDUCATION FOUNDATION, INC.
BOARD OF DIRECTORS MEETING
December 8, 2009

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 regular meeting of the Board of Directors.

Present: C. Bauer, S. Davis, M. Donahue, B. Hoffman, R. Kranitz, R. Riddle, S. Vepraskas and K. Walton

Absent (excused): D. Scherzer

Guest: Julia McNally

II. Minutes of Previous Meetings

A. November 10, 2009 Minutes – The following changes were made to the minutes:

1. Item II. D. – The third sentence was changed from "K. Walton" to "B. Hoffman"
2. Item III. E. 7. – Item was changed to read:
"Approve Grants in May for next school year (applications due by April). Applications will be available on the website in January.

K. Walton moved to accept the minutes as amended above; seconded by S. Vepraskas. Motion carried 6-0.

B. November 17, 2009 Minutes – M. Donahue moved to accept the minutes as amended above; seconded by S. Vepraskas. Motion carried 6-0.

III. Treasurer's Report

M. Donahue submitted a Treasurer's Report which was reviewed by the Board. No additions or changes were made. R. Kranitz moved to approve the Treasurer's Report; seconded by K. Walton. Motion carried 6-0.

Note C. Bauer joined the meeting at this time.

IV. Committee Reports

The Public Relations Committee met with R. Seybold regarding ideas. The website is in rough form and should be live soon. The directors believe it should be a stand alone site.

Ideas for a logo were discussed. R Hoffman reported that the foundation has a non-exclusive license to use the "swish-G" mark. The site should allow ability to accept donations through Pay Pal and include a calendar of meetings, etc.

V. New Business

- A. Selection of Additional Board Member - Sue Davis was proposed as a member of the Board of Directors. She was on the Steering Committee and represents Kennedy School. She is the only one with fundraising experience. If added, her term would run to May, 2011. M. Donahue moved to accept S. Davis as a board member; seconded by R. Kranitz. Motion carried 7-0.

Note M. Donahue left the meeting at this time.

- B. Develop a Mission Statement - We need to distinguish our mission from a vision statement. The directors identified words and ideas that members liked; such as: innovative; cooperative; recognized leader. Proposed: ***"In partnership with the community, the Grafton Education Foundation will seek private funding of educational opportunities for the benefit of the students in the School District of Grafton, WI."*** This statement will be circulated to members by email, who will review to consider approval in January.
- C. Review of Talking Points Document – R. Riddle provided a Talking Points memo for Board Members to review and led a short discussion regarding same.

VI. Old Business

The "Tasks That Need To Be Completed" list was reviewed.

- A. Fundraising – We discussed several possibilities to gain help for fundraising. The Foundation may request some research be done by Deca group student organization to study business principles. A director pointed out that Marquette has a staff of 150 for fundraising. Directors discussed placing a help wanted ad for an experienced

fundraiser. Shorewood found that utilizing a professional for this purpose made a significant difference to their results. Directors discussed networking.

- B. Grants – We need committee members and board members to participate in grant writing. It is hard work.
- C. Public Relations/Publicity – We discussed the possibility of an annual recognition dinner in May for major donors, and listing the names of major donors on our website. We also discussed the use of social networking sites.

VII. Other Matters Permitted by law

R. Kranitz to send the approved ByLaws to B. Hoffman for distribution to board members.

VIII. Adjournment

There being no further business S. Vepraskas moved the meeting be adjourned; seconded by C. Bauer. Motion carried 7-0.

The meeting adjourned at 8:00 p.m.

Respectfully submitted,

Richard Kranitz
Secretary