

HIGHLAND COMMUNITY FOUNDATION
MINUTES OF JUNE 4, 2012 SPECIAL BOARD MEETING

ROLL CALL

Adam Gawlikowski, Richard Krooswyk, Terry Krooswyk, Cecile Petro, Pat Popa and Richard Underkofler were present at the 4:42 PM start of the meeting in the upstairs conference room of the corporate offices of Strack & VanTil, 2244 45th Street, Highland, Indiana. Jim Dal Santo arrived at 5:00 PM after discussion and approval of the budget concluded. Adam Gawlikowski left the meeting at 5:30 PM. Jim Dal Santo left the meeting at 5:45 PM before discussion of board fund raising suggestions concluded. Bill Vargo was absent.

AGENDA REVISION

After some board members reported they could not be present for the entire meeting, several changes to the published agenda were approved by general consent. Selection of a group photo was added and the budget was considered early so a quorum would be present for review and approval of these topics.

APPROVAL OF MINUTES

Terry Krooswyk made a motion to approve minutes of the board meeting held May 21, 2012. Pat Popa seconded the motion. The motion carried by unanimous consent.

GROUP PHOTO

The Board reviewed six (6) photos of current and former board members to be used in our brochure and website. The photos were donated by Bernie Zeman of Timeless Images. A majority favored Photo #1. Photoshop alterations will be acceptable, if individuals favor a different image.

FY 2013 BUDGET

Richard Underkofler recommended revisions to earlier versions of the budget worksheets. For the Pass-Through Operating Fund:

1. Receipt estimates of \$7,000 were added in FY 2013 for poster sales, engraved brick sales and fund raising events
2. A \$3,500 disbursement in FY 2013 was deleted for a survey of the initial project site because this expense is now expected to be paid by the Town's Park Capital Project Fund from the grant received from BP Foundation
3. Logo and website development disbursements were reduced from \$2,675.99 to \$1,675.99 in FY 2012 based upon actual expenses
4. Printing and postage disbursements were deleted from FY 2012 and carried forward to FY 2013 since invoices from CJ Printing for letterhead, envelopes and our initial brochure are not expected to become due until next fiscal year. \$2,000 was added in FY 2013 for another brochure to market brick sales, postage, etc.
5. Disbursements of \$3,500 for fund raising events were deleted from FY 2012 and carried forward to FY 2013.

For the Endowment Fund, receipts were increased from \$500 to \$700 in FY 2012 based upon known contributions made in the current fiscal year.

Richard Krooswyk, Cecile Petro, Pat Popa and Bill Vargo need to make annual donations to either Fund before June 30th, if they are to be reported in FY 2012.

- Adam Gawlikowski made a motion to approve Underkofler's recommended budget for the Pass-Through Operating Fund. Richard Krooswyk seconded the motion. The motion carried by unanimous consent.
- Richard Krooswyk made a motion to approve Underkofler's recommended budget for the Endowment Fund. Terry Krooswyk seconded the motion. The motion carried by unanimous consent.
- The approved budget (Revised June 4, 2012) for the fiscal year that begins July 1, 2012 and ends June 30, 2013 is attached and made a part of these minutes by reference.

FUND RAISING SUGGESTIONS

Richard Underkofler submitted a report that summarized fund raising suggestions derived from formal and informal discussions among board members. Additional fund raising suggestions were proposed and discussed. Actions taken in response to these suggestions are shown in bulleted italic text.

- **Gala Dinner Silent Auction Event.** Adam Gawlikowski reported Crown Point Community Foundation has just one annual fund raising event that supports almost all of its philanthropic operations. It's an annual dinner event with an auction of donated items, services, vacation destinations, tickets to special events, etc. Hospital foundations and the South Shore Arts organization host similar high-end dinner events to underwrite their operations. Adam envisions a formal catered dinner with a high profile speaker or entertainment attraction that would require minimal logistical coordination.
- **Oktoberfest.** Pat Popa suggested a "Taste of Highland" type event to be scheduled the last Friday of September or another Friday in October. This could be an annual event of our foundation since no other local organization is known to host a similar seasonal event. Local restaurants and/or caterers could be asked to prepare sample portions of a German dish. Regional craft breweries and wineries could be asked to feature their products.
- **Potential Venues.** Venues for a Gala Dinner and/or Oktoberfest event were identified and discussed.
 - **Adam Gawlikowski will inquire about the availability, rental fees and terms of a potential event at the Exhibit Hall of the South Shore Welcome Center. Contact: Speros Batistatos. Phone: 219-554-2229; www.southshorecva.com**
 - **Cecile Petro will inquire about the availability, rental fees and catering of a potential event at the Wicker Park Social Center. Contact: Bridget by phone at (219) 923-3830 or email at cblipows@sbcglobal.net; www.diningsolutionswickerpark.com**
 - **Terry Krooswyk will inquire about the availability, rental fees and terms of a potential event at St. James Hall. Contact: Stephanie Anderson by phone at 219-924-4220 or email at sanderson@stjameshighland.org**
- **Elks Club Sponsored Event.** Terry Krooswyk suggested asking the local Elks Club whether it would sponsor a fund raising event.
 - **Richard Underkofler will follow-up on this suggestion as he formulates contact information for presentations at community service clubs and organizations**
- **Restaurant Promotions.** Pat Popa reported local restaurants (e.g.: McDonalds and Wendy's) routinely offer schools and nonprofit organizations a percent of a day's sales. Pat suggested these and other local restaurants could be contacted to host and share a percent of a day's sales throughout the year.

- **Flower Sales, Foot Race, Decathlon and/or Triathlon Event.** Jim Dal Santo suggested selling flowers like the tulip sales sponsored by the Centennial Committee. Jim said Girls-on-the-Run generates income from its race events. Perhaps, our foundation could be identified as a co-sponsor and recipient of income from these events. Terry Krooswyk reported street staged events are consuming extraordinary resources of the Police Department and its VIPS volunteers. Wicker Park would be a better venue, but after construction is completed on Indianapolis Boulevard.
- **Bowl-a-Thon.** The expense for the 2010 Centennial Committee Bowl-a-Thon at Plaza Lanes was only \$800 for food. The gross revenue was \$4,390: tickets sales were \$2,725 @ \$25 per ticket; silent auction proceeds were \$1,665. The income was \$3,590, but Pat Popa reported the income could have been much better, if more attention had been given to solicitations for the silent auction.
 - ***Pat Popa will contact Jim Wojcik at Plaza Lanes to inquire if he would be willing to host a Bowl-a-Thon again and, if so, dates that may be available. Summer months are likely to be more acceptable.***
- **Donor-funded Engraved Brick Pavers.** A proposal has been received from Unilock™ via Terry Krooswyk. Terry Krooswyk reports this is a reputable company with a good product. To avoid a contractor's overhead and profit, Terry suggests we should deal directly with Unilock™, rather than relying upon a landscape contractor to handle the procurement.
 - ***The Brussels paver products (Dimensional, Fullstone, Halfstone and XL) are desired similar to those used at Highland Christian School***
 - ***Font #5a, Franklin Gothic, Upper and Lower Case is the desired font for the engravings***
 - ***Allen Landscape will be asked to estimate the square footage of the area at the initial project site where brick pavers are planned***
 - ***Based upon the square footage estimate, Unilock™ via Krooswyk Materials, Trucking & Excavating will submit preliminary estimates for the quantity of paving stones needed for the project, the installation cost, the engraving cost per paving stone, the suggested cost to patron per paving stone and a range of potential fund raising income***
 - ***The ultimate cost for installation of engraved pavers will be a component of the design/build contract for the initial project for which competitive proposals will be sought***
 - ***Krooswyk Materials, Trucking & Excavating will contribute (at no cost to our Foundation) all labor and other expense incidental to securing the Unilock™ estimates, the transportation and storage of pavers purchased by patrons. The Krooswyk business contribution is subject to our Foundation's agreement to assume responsibility for all marketing, selling, collecting and ordering of the brick pavers so there will be no conflict of interest with Terry Krooswyk's role as a member of our governing board.***
- **Personal Face-to-Face Meeting with Potential "Major" Donors.** From the list of potential donors identified on our Fund Raising Plan, identify persons or businesses potentially willing to donate from \$10,000 to \$20,000. Ask a board member to assume responsibility for extending an invitation to the potential donor for a breakfast, lunch or dinner meeting. Ask two board members to participate in these meetings.
 - ***This will be the first phase of our fund raising campaign. Early identification of "who's asking who" will enable sufficient time for each lead board member to research the potential donor, identify his or her special interests, prepare custom elevator pitches and case statements, define a target donation amount to be requested and rehearse the "ask" meeting with a partner board member.***

- **Small Group Event with Potential “Mid-Major” Donors.** From the list of potential donors identified on our Fund Raising Plan, identify persons or businesses potentially willing to donate from \$5,000 to \$10,000. Ask a board member to assume responsibility for hosting a reception for up to six of these potential donors and their spouses. Ask another board member to assume responsibility for extending an invitation to this reception to these potential donors. Ask these two board members to participate in this reception.
 - ***This will be the second phase of our fund raising campaign to be initiated shortly after conclusion of the major donor solicitation phase. Subsequent work will identify this group of potential donors, board volunteers and a venue to host one or more reception events.***
- **Service Club/Organization Presentations.** Formulate a list of community service clubs and organizations. Ask a board member to assume responsibility for asking each club/organization if we may make a presentation at a meeting about our foundation. Close these presentations with a request for an annual contribution from the club itself and/or its members. Ask two board members to participate in each of these presentations.
 - ***Richard Underkofler is formulating contact information for community service clubs and organizations.***
- **Block Party.** Host a block party in the downtown alley behind Popa Heating & Air Conditioning, Inc. Younger persons (age 21 to 30) would be the target market for this event.
 - ***If the Board desires to proceed with this suggestion, Pat Popa and another person she recruits will formulate more definitive logistical plans, revenue, expense and income estimates.***

RECRUITMENT OF NEW BOARD MEMBERS

Jim Dal Santo will recruit Shar Miller. Cecile Petro will recruit Margie Grimmer. If interest is established, these persons will be invited to become acquainted with us by participating in our next meeting.

NEXT MEETING

The next quarterly board meeting will be scheduled for a 5:30 PM start on Tuesday, August 7, 2012. Our future meetings will be held at the Lincoln Center unless notice is given of an alternate location.

Postscript: Terry Krooswyk reserved the room for the August 7th meeting. Terry paid the \$10.00 room rental fee and the \$75.00 damage deposit, which will be refunded after one year. Terry intends to pay for the room rental as part of his contribution to our foundation for next fiscal year.

ADJOURNMENT: Adjournment was approved by general consent at 6:01 PM.

Respectfully submitted,

Cecile Petro, Secretary