

Penn Manor Education Foundation Minutes
January 11, 2018

President Pat Kline called the meeting of the Penn Manor Education Foundation Board to order at 7:30 a.m. in the Board Room at Manor Middle. In attendance were the following: Matt Blank, Joe Herman, Paula Howard, Robin Jeffers, Jeff Kirk, Pat Kline, Rich Meyers, Jan Mindish, Mike Leichliter, Don Mowery, Nicki Nafziger, Tracy Seiger, Carole Shellenberger, Dianne Smith, Brian Wallace, Eric Warfel, and Kevin Weber.

President's Comments: Pat wished everyone a Happy New Year and welcomed a motion to approve Jan Mindish as our next Executive Director with an \$850/month stipend. Nicki so moved and with many seconds, the motion carried 14-0. Pat added praises for Jan who fulfills all the criteria for Executive Director. He also summarized our mission and spoke of new fundraising targets.

Minutes: The minutes of last month's meeting were approved by the passage of a Jeffers/Howard motion 14-0. Last month's minutes will now be sent to those on our list who are not on the Board.

Finance Committee/Finance Report: Don presented the printed report and reviewed the balance sheet, Profit and Loss Previous Year Comparison, and the expenditures. He reported that we have had good growth, and we are still over the \$2 million mark in assets. We had a strong month and a strong year. A Smith/Weber motion to approve the December expenditures and the January Finance Report carried 14-0.

Executive Director's Report: Jan began her first remarks by reviewing the inception of the Foundation 20 years ago and how far we have come thanks to the development of a Board that makes things run smoothly with the invaluable support of the district administrators and staff. She began to outline some of her goals. She would like to explore ways to have a closer relationship between the Board and the Alumni Association. She plans to meet with Dianne to go over scholarship committee details. The scholarship descriptions are online and the students have access on their laptops. She will also be speaking with the CTC students to let them know about the scholarships available. She has had a transition meeting with Anne and outlined some of the plans for organization of the office.

- The ExtraGive final tally, which adds dollars from the "stretch pool," was \$13,292.
- Jan, Brian, Tracy, and Matt will meet next week to discuss our use of social media.
- Pat mentioned Anne's farewell on Facebook and suggested that we should do something more formal.

Marketing Committee: Tracy directed everyone to the plan for Marketing in 2018 listed on the agenda.

--Brian has created a new brochure which will be a print version of our website. It is currently in production at Cooper Printing.

--The Marketing and Development Committees recommended that we publish a printed newsletter once a year instead of twice. It would be a smarter use of funds and other resources with more information, names, and photos in one place.

--Pat will be writing a letter to the staff introducing Jan as the new Executive Director. The letter will also praise the teachers for their participation with PMEF and encourage them to mention Jan and the Foundation in their Moodle communications and blogs. We continued the discussion on reaching new donors. Dianne suggested that we have a PMEF banner hanging in each building. We could also try reaching out to schools to have a presence at their holiday functions. Robin suggested that, to reach new parents especially, we could also have a presence at the kindergarten information session on

February 6.

--PM Spirit(s) Night is a go for January 24 at Copper Hill. The list of guest bartenders is being disseminated on social media. Nicki said that she has been assured they will have plenty of staff available, but she still needs some greeters who will explain that the donations to the PMEF will be the bar tips only. Paula suggested that we also have some table tents to help explain the donations. Brian will be doing an information panel about the Strong and Healthy Families initiative with district statistics about low-income families, and how the Strong Grants can help.

--We need to start planning for the Retiree Breakfast.

--The Marketing Committee will begin meeting at 8:00 a.m. after next week.

The next meeting of the Marketing Committee will be with Development on January 18 at 7:30 a.m. at the GSC.

Development Committee: Pat reported that EITC donations total \$22,950 so far. The bad news is that Fulton Bank did not get approved this year.

--Eric and Pat met with Ephrata National Bank and have submitted a grant request. Eric spoke about how grants are generally distributed and how this one could be a long shot because they like to distribute their money more locally.

--The Golf Scramble will be held on June 19, 2018. The price will remain the same. Pat intends for the brochures to be ready in March.

--Pat praised the work of the Legacy Committee members, Frank Geist, Don Stewart and Jeff Kirk. We probably will have 5-7 new donors.

--Robin reported that we have a tentative reservation at Manor Church for the Vendor Fair on May 5. Pat asked for the approval of \$200 for yard signs for this event and future events. Eric so moved and Nicki seconded. The motion carried 14-0.

--Pat reminded the nominating committee that we have an opening for another Board member.

--Pat began a discussion about managing our donor lists more efficiently with the internal accountants. We need to plan for future growth and for transitioning to future Board members. Don suggested we need new software, so the discussion was tabled for further study.

The next meeting of the Development Committee will be with Marketing on January 18 at 7:30 a.m. at the GSC.

Superintendent's Report: Dr. Mike mentioned that tomorrow is the end of the semester. He reported on the district's turn at leadership at the CTC. School Board member Chris Straub was elected President of the group and Dr. Mike is the Superintendent of record. He congratulated Nicki for being elected to the School Board and mentioned that Jeff Lyon will be resigning, leaving a vacancy. The High School project is moving along. The district has purchased the property next to the tennis courts.

Supplemental Reports: Brian pointed out the letter from Anne on the back of the agenda. Carole had sponsor sheets for the musical and mentioned that our fall play was not chosen for the national festival, but, according to evaluations, it did come close! Joe spoke of his participation with Michelle Wagner's class Venture Grant project.

A Blank/ Howard motion to adjourn passed 14-0. The meeting adjourned at 8: 30 a.m.

The next Board meeting will be on Thursday, February 1, 2018 at 7:30 a.m. in the Penn Manor Board Room.

Respectfully submitted,

Carole H. Shellenberger
Recording Secretary