

Penn Manor Education Foundation Minutes
August 2, 2018

President Tracy Seiger 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: Kathy Fish, Joe Herman, Pat Kline, Jan Mindish, Nicki Nafziger, Tracy Seiger, Carole Shellenberger, Dianne Smith, Barbara St. John, Brian Wallace, and Eric Warfel.

President's Comments: Tracy welcomed new member Barbara St. John to the Board.

--She sent around the committee list again for updating. Newer members are asked to commit to a committee (or 2 or 3) by September.

--Tracy reminded us to remember to complete the Executive Director evaluation, and submit it to Pat as soon as possible.

Minutes: The minutes of last month's meeting were approved by the passage of a Kline/Nafziger motion 9-0. Last month's minutes will now be sent to those on our list who are not on the Board.

Finance Committee/Finance Report: Pat presented for Don the printed report and reviewed the balance sheet, Profit and Loss Previous Year Comparison, and the expenditures. He reported that investments were very strong again this month. Also, we have had the highest response ever to our annual letter campaign. So far, the community has donated over \$11,000. A Smith/Fish motion to approve the July expenditures and the August Finance Report carried 9-0.

Executive Director's Report: Jan distributed the envelopes for annual Board donations.

--Jan reported that the Fulton Foundation will provide funds for four wi-fi hot spots that will allow students without internet access in their homes to have it.

--Jan, then, reported that we were denied the grant request for the Google Expeditions. The Clark Foundation deemed us not needy enough to receive any award. Tracy expressed appreciation for Jan's hard work on this grant request. That we didn't receive the grant helps emphasize how well we do with what we have.

--Jan met with Kim Marsh to begin discussions about streamlining the Senior Awards Night. It has been suggested that some of the awards that are certificates or gifts rather than scholarships might be better presented in an assembly for students. Then there would be more room in the evening for stories about the awards.

--The next meeting with PMAA will be on September 12 at the Barn Door. All are invited to attend. We will be working on the project to create a database of businesses that would be willing to sponsor career shadowing and/or internships for PM students.

--Opening Day will be August 20. The Marketing committee will discuss possible subjects for Jan's talk.

--Paula has a list of names for which she does not have addresses. Jan passed it around for us to check for names we might know.

Marketing Committee: Tracy introduced Brian to talk about the newsletter. It is about 85% complete. He has to re-do the Google story and update the lists of names.

--Jerissa will be at the next Marketing meeting at 7:30 to update us on the Fundraiser Dinner. Jan explained several possible levels of sponsorship available. For example, People's Bank will be a Gold Sponsor for \$4,000. Good Spirits of Lancaster will be a Blue Sponsor for a \$4,000 in-kind donation.

There is also a \$2,500 White sponsorship for entertainment and a Table Sponsor for \$1,500. Sponsors will also get additional names in the drawing. Jan sent around a list of the table assignments from last year to encourage us to contact the friends who sat with us to tell them the dinner tickets are now available. Pat is waiting to hear from Good Spirits about the temporary liquor license. Jerissa has also suggested that we all contribute our favorite adult beverage to a "libation wagon" for auction at the dinner. The dinner has been advertised on social media.

--Jan will submit our application for ExtraGive soon. The Happy Hour will be at Bert's.

--Carole has been investigating possibilities for the teacher incentive for Opening Day. She passed around a few samples and will have more for the next Marketing meeting.

--We are checking on doing something different for Spirit Night.

--Brian is working on quotes for a new logo banner.

The next meeting of the Marketing Committee will be on August 9 at 7:30 a.m. for the meeting with Jerissa and 8:00 for the rest of the meeting at the GSC.

Development Committee: Pat reviewed with a list how we generate revenue. We are giving out over \$130,000 per year.

--Pat thanked Eric, Frank and Brian for the work they have done to promote EITC. This year's total of \$28,450 is double last year's total.

--Brian is in the process of designing a new virtual plaque for Legacy donors since the first one has been filled. He encouraged everyone to pass along names of other potential donors.

--Next year's Golf Scramble will be on June 18.

--Several Board members attended a scholarship software demo on July 16. Charlie has reviewed the proposal from Kaleidoscope and has made several suggestions/observations. He also feels that the cost is reasonable for what we would get. The initial cost would be \$7,000 and then about \$3,000 annually. The company would, also, establish a yearly \$1,000 scholarship. Dianne moved that, pending Charlie's approval, we should purchase this software program at a cost not to exceed \$7,000 initially and not to exceed 5% of our annual award to maintain. Eric seconded, and the motion carried 9-0.

The next meeting of the Development Committee will be on August 16 at 7:30 a.m. at the GSC.

Supplemental Reports

Strong and Healthy Families--Nicki relayed a request from Rich Frerichs that we have a table with a game at the Millersville Park on September 29.

A motion to adjourn passed 9-0. The meeting adjourned at 8:38 a.m.

The next Board meeting will be on Thursday, September 6, 2018 at 7:30 a.m. in the Penn Manor Board Room.

Respectfully submitted,

Carole H. Shellenberger
Recording Secretary