

## MEETING MINUTES

Wednesday, November 12, 2014

7:00 PM Clay Library

1. Roll Call of Members
2. Brent introduced Renewing America's School of Affinity program to give a 15 minute presentation on how they support raising funds for schools.
  - a. Presenter Monica Harris-Reamer explained how their program uses network marketing methods to market electric & gas supply providers to homeowners. The network marketing is to utilize schools, their foundation and organizations to market the providers giving the commissions that would have been paid marketers back to the schools.
  - b. She explained that Perrysburg and Anthony Wayne already have signed up with the program and how she would like to put a project manager in the area to support Perrysburg, Anthony Wayne and Oregon.
  - c. She gave Lakewood, Ohio as an example of a successful program that netted \$7500 in the first 8 week period.
  - d. She explained how they assist in the marketing of both the foundation and the program.
  - e. Bottom line - every household that signs up will generate approximately \$45 year (depending on their energy usage) back to OSF; i.e. 1,000 households = \$45,000 annually into OSF.
3. The board & attendees discussed the program and were generally supportive given the following three issues get addressed:
  - a. Pricing is reviewed to be sure we are not supporting an expensive option and pushing that on our friends and family. We agreed to review this pricing with the city's buying consortium pricing for a comparator, as well as to see if the city's consortium could consider participating if the pricing is good.
  - b. Risk factors associated with the "newness" of the organization to the area should be reviewed. Recommended with use the city's consortium's experience with this type of relationship to assist us with this risk assessment.
  - c. Lonny Rivera will review the concept with the new energy plant executives as we don't want to conflict with our developing relationship with this organization, and they could provide insight.
4. Motion was made to approve the minutes from the October Meeting by Colleen Barron and 2<sup>nd</sup> by Lonny Rivera; the motion carried.
5. Treasurer's report was given by Andrea Musselman and is attached. Erin Davis motioned to approve the Treasurer's report, Trina Floyd 2<sup>nd</sup> the motion and the motion carried.
6. Brent Shimman gave the Presidents report
  - a. All of the Key Initiatives have been assigned leaders and have volunteers for each. Some have already met and begun work and other's will begin shortly. The Marketing team has already completed the website and the donation online capability.
  - b. Brent Shimman recommended that the group considers a town hall style forum of "levy yes voters" to introduce them to the foundation and to give them an opportunity to consider alternative funding options. If we decide to work with Renewing America's School program this could coincide with the Town hall forum.
    - i. Overall the attendees supported the town hall idea.
    - ii. Agreed to target end of February to give us time to do after Frost Fest but before any future levy activity if the district decides to put a levy on in November.
  - c. Brent Shimman made a motion to approve the donation of \$50 in memory of Bob Armstrong in honor of our founding members continued support of our organization Michael Armstrong. Andrea Musselman 2<sup>nd</sup> the motion and the motion carried.
  - d. Brent Shimman explained the 4 board positions that are currently open and identified two candidates including Trina Floyd and Ellen Daniel. He requested that other's recommend qualified candidates to fill those positions. Please provide Brent with your recommendations via email.
7. Board of Education Report – No Report (Carol is tending to her ill husband)
8. Superintendent's Report – Lonny Rivera
  - a. Lonny Rivera reviewed the levy situation. He and the administration are working with professionals to enhance our communication methods and grass roots efforts for future levy efforts.
  - b. He said overall all levy forums were positive but we needed to find new ways to get the word out on the positive things the district is doing, the impact of other financial factors such as HB66 and millage caps.

- c. He said that they have had success in identifying key players who want to help for future levy efforts.
9. Manager's Report – Amy Hansen
- a. OSF Presence at the Alumni Band event was low keyed but successful. From the band event, BOE member Dan Saevig took the foundation information to his class reunion the next evening and distributed it to his class members and received positive feedback from his classmates about their desire to help.
  - b. All initiatives tasks have been assigned and should be working.
  - c. Website was revamped, launched and online payment option installed. Webhosting fees are \$10/month
  - d. D&O Insurance was reviewed with Jane Fruth and she no longer believes we are covered under the district insurance therefore Jen Bruns, an insurance professional, has agreed to evaluate our insurance needs for both the board activities and our events.
  - e. Amy Hansen did a proposed annual budget with fundraising targets for consideration to help us with our cash planning efforts for next year.
  - f. Brent Shimman asked the board members to consider that we need to be able to say that 100% of our board and our members have contributed to the annual fund. He respectfully requested that members consider giving their gifts before the next board meeting so we can successfully support the launch of an annual fund.
    - i. Dave Schaffer offered to work with the teachers through the union to look at payroll deduction and try to get a strong % support from teachers and staff. Coordinate with Jane Fruth to details.
    - ii. Erin Davis thanked Dave for his support and expressed the steps 1 & 2 of the annual fund launch is to secure the 100% of membership contribution and a strong % of teachers and staff.
  - g. Erin made a motion to approve Givlet.org as our online payment organization with a 4.9% fee per transaction; no up-front fees; no log-in requirements; and they provide reporting capabilities for data collection on contributions. Angie Nowak 2<sup>nd</sup> the motion and the motion carried.
10. Subcommittee reports
- a. Grant – Lisa Maletich meeting soon to begin to update the classroom grant process.
  - b. Frost Fest – Colleen Barron
    - i. Plans for Frost Fest underway
    - ii. Ticket pricing discussions will be had after the meeting if anyone wants to join in the discussion.
  - c. Financial Committee – No Report
  - d. Communication PR MKT – Angie Nowak reported the website success and thanked Amy Hansen for all her work.
  - e. Governance – No Report
  - f. Allocations – No Report
  - g. Fund Development – Erin Davis; First meeting for annual fund will be scheduled this month; need to secure 100% board giving before the annual fund launch as well as staff support as offered by Dave Schaffer of the teacher's union.
  - h. Planned Giving – No Report
11. Leslie Carr motioned to adjourn the meeting; Lonnie Rivera 2<sup>nd</sup> the motion and the motion carried and the meeting was adjourned.

Respectfully Submitted,  
Erin Davis