

NORTH LAKE EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING

Location: North Lake School
Date: December 1, 2020
Time: 6:00pm

Meeting Minutes

Attendees: Holly Hawkins, President; Greg Cornell, Vice President; Betsy Kujath, Secretary; Martin Hughes, BOD member; Linda Pucek, BOD member; Liesl Ackley, NLS Superintendent

- 1) Discuss and approve minutes from November NLEF meeting Betsy Kujath

- 2) Treasurer report Holly Hawkins/
Adriane Feltz
 - Bank Account Update
The bank account has been set up with BMO with NLEF President, Vice President, and Treasurer as authorized signers. The Foundation has a PO Box at the Hartland Post Office. The address is PO Box 543, Hartland, WI 53029.
 - Scrip
All Scrip deposits will be transferred from NLS to the NLEF account, and this should be completed by the end of the month.
 - Funds transfer from NLS
Funds moving over will be approximately \$17,000 and per the North Lake School Board, will be earmarked for building improvements in the STEAM spaces.

- 3) Insurance Update Holly Hawkins

Holly has sent an inquiry to R&R about finalizing the NLEF insurance policy.

- 4) 2020-2021 Fundraising Holly Hawkins
 - Current
NLEF made \$488 on the NLEF branded water bottle sale. The Scrip fundraiser made \$490. The silent auction that NLEF is hosting for the NLS playground fundraiser. Ashley Tarkowski, a first grade NLS teacher, staged all the auction items and did a fantastic job photographing and cataloging the items. The

school will send a reminder to families about the auction on 12/2.

We have received \$450 in donations via HandBid and \$40 in PayPal donations through the NLEF website.

- **Future Ideas**

Food drive on the 100th day of school

Fun Run: The Boosterthon program is unable to guarantee a full Fun Run event in the spring due to Covid precautions. The only options they are currently offering are a virtual dance party or a virtual Fun Run where they provide prerecorded videos and a donation platform.

Boosterthon's business has been greatly impacted by Covid, and the board recognizes that there is a chance that they won't be in business this spring and beyond.

5) Website and social media review

Greg Cornell/
Holly Hawkins

- *Social Media: Currently, NLEF is using Facebook and Instagram. Holly provided a summary of statistics for activity on those sites. LinkedIn is another possible platform. Linda noted that the purpose of the app is professional networking, rather than advertising. Holly did some quick research and observed that other area education foundations who have LinkedIn accounts have very few followers. The board will not pursue a presence on LinkedIn at this time.*
- *Newsletter: Betsy will be drafting a quarterly newsletter. Liesl will ask teachers to take pictures of items donated by NLEF being used by students.*
- *Website: The site is active, and Greg sent the first email "campaign" with Wix. The site allows 3 free campaigns each month, and it is simple to use. Greg will manage the contact list in the system. Everyone is asked to go to the site and send ideas for updates, additions, and other suggestions to Greg.*

6) Forming 2020-2021 Committees

All

- **Community and Fellowship**
We will be advertising the committee information in the Wave. Megan Said will be chairing the committee, and Holly and Betsy will meet with Megan to discuss the proposed events and discuss ideas.
- **Fundraising**
No chair identified
- **Building Improvements & Teacher Grants**
No chair identified
- **Scholarships**
Martin is the current chair continues to work with the Arrowhead Scholarship Fund.

7) School Updates
The Board of Directors will take a formal tour of the STEAM Makers Space at the February meeting. There is an opportunity to name the spaces, so NLEF will solicit corporate sponsorship. Each board member should come to the the February meeting with two or three businesses that could be asked to sponsor.

Holly Hawkins/
Liesl Ackley

8) Open discussion
Holly distributed a template for board members to fill out and create a bio for the website. Completed forms should be sent to Greg. Martin took headshots of any board members present who needed one.

All

Next Meeting: February 2, 2021