

GRAFTON EDUCATION FOUNDATION, INC.
BOARD OF DIRECTORS MEETING
January 10, 2012

GHS Library Media Center

I. Call to Order

B. Hoffman called the meeting of the Board to order at 7:02 p.m. This is a regular meeting of the Board of Directors.

Voting Members Present: M. Cibulka, B. Hoffman, L. LaMaster, J. McNally, R. Riddle, A. Schroeder, S. Vepraskas

Non-Voting Members Present: C. Bauer, A. Shanks

Member Excused: M. Donahue

Member Absent: NONE

Guests Present: D. Best, S. Crowley, S. McDonnell, S. Parsons, K. Walton

II. Previous Meeting Minutes

R. Hoffman submitted the minutes from the December 13, 2011 meeting for review. No additions or corrections were made. J. McNally moved to approve the minutes; seconded by M. Cibulka. Motion carried 7-0.

III. Treasurer's Report

R. Hoffman distributed the 12/31/11 Balance Sheet and Income Statement. Motion to accept the report as presented was made and seconded. Motion carried 7-0.

IV. Collection of Board Member Responsibilities

S. Vepraskas reported he'd received all the replies, some of which included comments. The revised detailed descriptions will now be completed and added to the GEF webpage.

V. Lambeau Field Concessions

R. Riddle reported on a discrepancy in the 12/11/11 game receipts due to issues involving inventory usage and the inability to reconcile the receipts to sales. The result was that Levy docked the game check by approximately \$1,900 leaving GEF with \$471 proceeds for the game. Renee has been in contact with her

counterpart at Levy in an effort to obtain an additional partial payment. After considerable discussion, the Board asked Renee to share her e-mail correspondence. After that, members may suggest alternative approaches to help settle the issue. It was agreed that we need to keep pressing our case with Levy.

R. Riddle announce that we now have 30 volunteers for the 1/15/12 game but we will need a bus captain for the 1/22/12 game if the Packers advance since she is not available.

VI. 2012 Grafton Education Foundation Calendar

R. Riddle distributed a draft of the 2012 calendar of events and led a discussion of the events. Discussion centered on the proposed Rummage Sale, an Annual Appeal Letter and how to manage the Back to School event. It was suggested that Cider Stands could be a good addition to community based events for the Labor Day weekend. The potential of a Run/Walk event was also discussed without conclusion.

VII. USPS Bulk Mailing Permit

R. Hoffman reported on the results of his investigation into acquiring a permit for GEF. There was discussion of how the mailings need to be handled and the value of have a permit separate from those held by various parts of the Grafton District. It was agreed that we should explore obtaining use of one of those permits to do our mailings in hopes of saving the start up cost and the annual maintenance payment. It was moved by S. Vepraskas and seconded by A. Schroeder that we spend \$190 to apply for a permit and \$190 annual maintenance if we cannot obtain use of a District permit. Carried 7-0.

Mr. Hoffman also reported that progress is being made on the construction of an alumni database. He described a preliminary plan for three mailings in 2012.

VIII. District Wide Fund Raiser

C. Bauer reported that she's met twice with the Administrative team to discuss our desire to partner with them on a fund raiser. They are at a very early state of the discussions on the idea to make Grafton a One on One technology user. The Administration is continuing to explore what that would look like. They know we are interested in partnering with the Grafton District to help fund this but there have been no discussion of amounts or roles for any of the parties. It was agreed that we need to see further clarification and definition of the project before there is any communication outside of the working group and the GEF Board. All agreed that it

would be ideal to be able to go public with this effort at about the time our 2012 grants are announced. We will look for more information from the Administration and Board of Education later this Spring.

IX. Seeds to Harvest Report

R. Hoffman made some brief comments about the things that need to be done to change the way Seeds is implemented. He suggested that Board members needed to be more involved in the execution of the project. He also distributed a chart that segmented the 2011 bidders by role (e.g. staff, parents, Board members etc.) to demonstrate that wider involvement is needed to increase the success of the project.

There was then a discussion of what audience we need to attract and how we can do that. Included in the discussion were the topics of public relations, marketing and the venue. Bob will distribute a task chart before the next meeting to aid members in defining the roles they want to play in the 2012 event.

X. Additional Committee Reports

None.

XI. Other Matters

None.

XII. Adjournment

Motion to adjourn meeting was made and carried 7-0. Meeting adjourned at 9:18 pm.

Respectfully submitted,

Stephen McDonnell
Secretary pro-temp