

Columbia Community Foundation
Executive Council 2-13-2013 Meeting Minutes

Meeting called to order by President Wayne Brassell at 6:41PM.

Members Present: Wayne Brassell, John Brocklehurst, Jack Callaghan, Pamala Coleman, Don Hagen, Deborah Hitchcock, Patty Rolko, Dennis Ross, Rita Ross, Doug Spielberger.

Members Absent: None.

1. Review and approve meeting minutes.
 - a. Reviewed minutes from 1/19/13.
 - i. One correction was suggested.
 - ii. Motion by Wayne Brassell to approve the 1/9/13 minutes with correction.
Seconded by Doug Spielberger.
Vote: 10 For, 0 Against, 0 Abstain.
Motion passed.

2. Treasurer's Report.
 - a. Doug Spielberger presented the report to members.
 - i. Current balance in the Fifth Third checking account is \$28,219.66.
 - ii. Current balance in the Janney Montgomery Scott investment account is \$40,979.30.
 - iii. These balances reflect \$5,000.00 that was transferred from the Fifth Third checking account to the Janney Montgomery Scott investment account.
 - b. Deposits since the last meeting total \$0.00.
 - c. Disbursements since the last meeting total \$337.40.
 - d. One pending bill totaling \$50.00 includes:
 - i. \$50.00 to Columbia Chamber of Commerce for 2013 event booth rental.
 - ii. Motion by Wayne Brassell to pay \$50.00 for the foundation to rent booth space at the 2013 Columbia Homecoming Festival.
Seconded by Pam Coleman.
Vote: 9 For, 0 Against, 1 Abstain.
Motion passed.
 - e. Discussion regarding investment advisor.
 - i. Members were asked to consider moving the investment account to a local investor.
 - A local investor would have easier access for attending foundation meetings, if requested.
 - A local investor may support local causes and organizations, including the foundation.
 - ii. Discussion regarding fees and performance of investment chains vs. private investors.
 - iii. Discussion regarding requesting someone to explain the funds and performance to board members.
 - Two knowledgeable persons were identified as potential contacts to request a review the foundation's current funds distribution and performance.
 - A verbal or typed assessment will be provided by one of those persons at the March meeting, which will be based on review and knowledge of the market performance.
 - iv. Two potential local investment advisors were discussed.
 - One will be invited to the March meeting and the other to the April meeting in order to determine if their level of interest and knowledge in managing non-profit investment accounts.

3. Secretary's Report.
 - a. Update on purchasing a recorder.
 - i. A recorder has not been purchased.
 - ii. Deborah Hitchcock stated that she has been unable to find a suitable one within the allotted budget of \$75.00.
 - iii. Motion by Wayne Brassell to spend up to \$150.00 on a recorder to record board meetings.
Seconded by John Brocklehurst.
Vote: 10 For, 0 Against, 0 Abstain.
Motion passed.

4. Scholarship Director Report.
 - a. The scholarship applications will go live online on February 15, 2013.
 - b. Pam Coleman announced that there is a “scholarship/financial aid night” at the school every January.
 - i. The foundation has not been aware of this event, thus has never participated in it.
 - ii. Pam will request that the school invite the foundation to participate in this event in future years in order to promote our scholarships.
 - c. Discussed ways to promote the scholarships.
 - i. We might consider, in the future, looking into and utilizing brokers who advertise and promote scholarships on behalf of donors.
 - ii. Packets including information about the foundation along with the history, eligibility requirements, and application for each scholarship may be made up to be available.
 - If the packets are provided to them, the schools might distribute them to seniors.
 - If the schools will release contact information of seniors and their parents/guardians, the foundation could send out the packets to them.
 - iii. It was suggested that the guidance counselors not be excluded from the process of promoting the foundation’s scholarships to students and parents.
 - Don and Pam will go to the schools next week to talk with the guidance counselors.
 - d. Discussion regarding how many scholarships and for what values to offer for 2013.
 - i. Reviewed the amount of scholarship funds that were raised at the 2012 Fall Gala.
 - Discussed how much of this amount should be offered for scholarships in 2013 in order to ensure the ability for equal or greater scholarship amount, not less, are offered in future years.
 - Members considered the number of applications that are received each year.
 - Discussed that this amount only pertains to the CCF scholarships as the CCOC scholarship and the LMM scholarships come from other funding sources.
 - ii. Discussion regarding if all scholarships should be of equal value or if there should be staggered values.
 - iii. Motion by Pam Coleman to offer three Columbia Community Foundation scholarships, totaling \$7,500.00, for 2013, to be distributed as one valued at \$3,000.00, one valued at \$2,500.00, and one valued at \$2,000.00. Seconded by Doug Spielberger.
Vote: 10 For, 0 Against, 0 Abstain.
Motion passed.
5. Director of Media Relations Report.
 - a. Update on what public relations articles have been submitted to the media.
 - i. An article announcing the availability of scholarships has been submitted.
 - b. Update on what public relations articles still have to be submitted to the media.
 - i. Three articles are written, but not yet submitted to the media.
 - Second Harvest Food Bank.
 - Columbia Food Center.
 - Power of the Pen event.
 - ii. An article regarding the Youth4Youth Senior Citizen Breakfast is on hold until a picture that is suitable for publication is obtained.
 - Wayne will ask Debbie Brassell, who took photos at the event, to review the photos and submit the best one to Jack to include with the article for publication.
 - c. Discussion regarding the submission of articles.
 - i. Jack will contact the Rural Urban Record to inquire if several articles can be submitted at one time to be spread out over several specified publication dates.
6. Technology Directors Report.
 - a. Discussion regarding the web site.
 - i. A local person is interested in assisting to rebuild the web site.
 - This person has offered to provide this service on a temporary basis until a permanent plan for maintaining the web site is developed.
 - In order to maintain the site and ensure that it is updated, information must be provided to this person or to the Chairperson of the Technology Committee.

- ii. Motion by Wayne Brassell to pay Pepper Richardson \$60.00 per hour, not to exceed 10 hours or \$600.00, to assist with reconstructing and enhancing the foundation's web site,
Seconded by Rita Ross.
Vote: 9 For, 0 Against, 1 Abstain.

Motion passed.

- iii. Discussion regarding what we would like on the web site.
 - The articles that are submitted for publication could be included on the web site in addition to the information that has previously been posted.
- iv. The ultimate goal is for the organization to have the ability to maintain and update the web site in house.
 - Quotes for assistance in getting started and setting up will be obtained.

7. Grant Director Report.

- a. Discussion regarding the grant request discussed at the last meeting.
 - i. It was noted that a vote to deny the request was never taken at the last meeting.
 - One board member stated that since the request was discussed, an official vote should be taken.
 - Several board members stated that a vote was not needed because the proper requesting procedure was not followed nor was the nature of the request within the foundation's guidelines for what can be funded.
 - Dennis Ross stated that a denial letter has not yet been sent regarding this request.
 - ii. Motion by Debi Hitchcock that the board opts not to vote on the grant request that was discussed at the last meeting.
Seconded by Wayne Brassell.
Discussion held.
Vote: 1 For, 0 Against, 9 Abstain.
Motion passed.
- b. Discussion regarding potential grant request from the fire department.
 - i. Dennis Ross will contact the fire chief to discuss potential grant requests.
 - ii. If any requests are identified, the fire chief will be encouraged to complete and submit a grant request.

8. Marketing and Fundraiser Director Report.

- a. Discussion regarding marketing the foundation.
 - i. A suggestion was made to have introduction folders available.
 - The folders would contain information about the creation of the foundation and what we have done.
 - The folders can be given to potential donors.
 - ii. A suggestion was made for foundation board members to have business cards.
 - Business cards can be purchased inexpensively through Vista Print.
- b. Discussion regarding donor population.
 - i. Donation solicitation has focused primarily on individuals.
 - ii. Considerations should be given to expand solicitation for Scholarship Fund donations to include colleges/universities, endowment funds, and other non-profit organizations.
- c. Update on the 2013 Fall Gala.
 - i. John Brocklehurst announced that he has secured a donation from Forest City Enterprises for a live auction item.
 - Information about this item was provided and discussed.
 - ii. Patty Rolko made a suggestion for entertainment at the 2013 Fall Gala.
 - Discussion was held regarding changing the entertainment in order for the event to have variety from year to year and to accommodate different music tastes.
 - Patty Rolko will contact the band to obtain price quotes.
- d. Update on Placemat advertisement.
 - i. The advertisement has been submitted and included on the 2013 placemats.
- e. Update on mid-year cocktail reception.
 - i. This event would be a way to thank donors for their support over the past five years.
 - Further discussion will be needed to determine what donor levels should be invited to the reception.
 - Attendance is anticipated to be around 25-30 people.
 - The cost for drinks and appetizers may be approximately \$500.00, which is minimal considering how much has been donated over the past five years.

- Suggested date for this event was sometime in July.
- f. Update on new fundraising ideas.
- i. It was suggested that the foundation consider partnering with the Chamber for events such as the Valentine's Day dance.
 - This will allow for the foundation to be promoted with an option that is more affordable than the Fall Gala.
9. New Business.
- a. Discussion regarding e-mail communication.
 - i. Wayne Brassell shared an article regarding e-mails being requested among public elected officials.
 - Although public e-mails apply to elected officials and not to non-profit organization board members, members were requested to be aware of the wording in their e-mails.
 - b. Discussion regarding photo releases.
 - i. Members discussed if the releases signed by parents at the school are sufficient for the foundation to use for photo releases for grant and scholarship publicity.
 - If we were to use these in place of our previous forms, we would need to be certain that schools other than Columbia High have them in the event that a scholarship winner does not attend Columbia High School.
 - Members discussed that photos taken at public events are excluded from requiring a release, but questioned if school functions are considered to be public events.
 - ii. Members agreed to continue to use the current photo release forms in order to be certain that permission is granted to publish promotional photos containing grant and scholarship recipients.
 - c. Discussion regarding increasing community support and donations.
 - i. Members identified ways that the foundation has supported the Chamber and the ways that the Chamber has supported the foundation.
 - ii. Discussed ways that the foundation can provide increased support for the Chamber.
 - A suggestion was made to make a donation from the foundation toward the fireworks at Homecoming.
 - Wayne Brassell will add this item to the agenda for discussion at the next meeting.
10. Old Business.
- a. Discussion regarding new potential board members.
 - i. A biography from a potential new board member has been received and reviewed by members.
 - ii. Motion by Patty Rolko to invite the potential new board member to the next board meeting.
Seconded by Pam Coleman.
Discussion held.
Vote: 10 For, 0 Against, 0 Abstain.
Motion passed.
 - iii. Dennis Ross will invite the potential new board member to the March meeting.

Motion by Deborah Hitchcock to adjourn.

Seconded by Doug Spielberger.

Vote: 10 For, 0 Against, 0 Abstain.

Meeting adjourned at 9:56 PM.

The next board meeting was scheduled for Wednesday March 13, 2013 at 6:30 PM at Columbia Township Hall. Due to several members having conflicts with this date, a new date of Thursday March 7, 2013 at 6:30pm was proposed, Wayne will check on the availability for utilizing the Town Hall for this meeting.

ADDENDUM: Due to conflicts with the newly proposed meeting date, the next board meeting is scheduled for Monday March 4, 2013 at Kokosing Materials Inc., 13315 Hawke Rd. in Columbia Station.

Minutes approved: __/__/__.