

Columbia Community Foundation  
Executive Council **5-09-2012** Meeting Minutes

Meeting called to order by President Ron Krisko at 6:36 PM.

Members Present: Wayne Brassell, Jack Callaghan, Don Hagen, Deborah Hitchcock, Ron Krisko, Patty Rolko (Late Arrival), Dennis Ross, Rita Ross (Late Arrival).

Members Absent: John Brocklehurst

1. Review and approve meeting minutes.
  - a. Reviewed minutes from 4/11/12.
    - i. Two changes were suggested.
    - ii. Motion by Dennis Ross to approve the 4/11/12 minutes.  
Seconded by Patty Rolko.  
Vote: 5 For, 0 Against, 3 Abstain.  
**Motion passed.**
  - b. Reviewed minutes from 4/25/12 scholarship selection meeting.
    - i. No corrections or changes were suggested.
    - ii. Motion by Dennis Ross to approve 4/25/12 electronic vote minutes.  
Seconded by Jack Callaghan.  
Vote: 5 For, 0 Against, 2 Abstain.  
**Motion passed.**
  - c. Reviewed minutes from 5/4/12 electronic vote.
    - i. No corrections or changes were suggested.
    - ii. Motion by Dennis Ross to approve the 5/4/12 electronic vote minutes.  
Seconded by Wayne Brassell.  
Vote: 5 For, 0 Against, 2 Abstain.  
**Motion passed.**
2. President's Report.
  - a. Update on Southwest General Health Center's Annual Meeting of Delegates on 04/23/12 at SWGHC at 7:00 PM.
    - i. Ron attended this meeting.
      - The hospital is doing well and staying within or under budget.
    - ii. Results of the proposal to revamp the bylaws.
      - A discussion during the meeting identified reducing the number of community trustees from three to two for each community, which would result in the community no longer having the majority of the vote.
      - A Southwest General Health Center Committee meeting will occur this Monday at 8:00 AM to discuss alternative ways of reducing the board size while still allowing the community to have the majority of the vote.
      - Only thirty delegates from the community organizations attended the meeting to vote, which was disappointing to the trustees.
  - b. Update on Columbia Youth4Youth Senior Citizen Breakfast on 05/02/12 at Columbia High School at 8:45 AM.
    - i. Don and Dennis gave the presentation and did well.
      - Those who attended provided positive feedback on the foundation's good activities within the community, while others mentioned that they had not heard of the foundation before today.
  - c. Update on completing the United Way's 2012 Annual Survey.
    - i. Ron Krisko completed the brief survey, updated the foundation's information, and submitted it.
  - d. Update on completing the Red Treehouse listing.
    - i. This is a resource to list and describe local non-profit organizations.
      - It is geared toward children and is sponsored by Ronald McDonald House and Ohio Family and Children First organizations.

3. Secretary's Report.
  - a. A Thank you letter from a scholarship recipient was shared.
    - i. The recipient indicated that they will be attending the opening ceremony at the 2012 Columbia Homecoming Festival in order to be recognized.
  
4. Treasurer's Report.
  - a. Patty Rolko presented a report to members.
    - i. Current balance in the Fifth Third checking account is \$19,098.16.
    - ii. Current balance in the Janney Montgomery Scott investment account is \$33,177.70.
  - b. No deposits were made since the last meeting.
  - c. Payments since the last meeting total \$483.19 and include:
    - i. \$59.20 to Windstream for March telephone expenses.
    - ii. \$300.00 to Youth4Youth for Senior Citizen Breakfast.
    - iii. \$100.00 to CancerCare in memory of a board member's family member.
    - iv. \$23.99 to Fifth Third Bank for payment for checks.
  - d. One pending bill totaling \$200 includes:
    - i. \$200 to Backstage Productions, Inc. for deposit for entertainment at the 2012 Fall Gala.
      - Discussion and approval regarding this will occur when the board discusses 2012 Fall Gala updates later in this meeting.
  - e. Update on commitments since the 2011 Fall Gala.
    - i. The total grants dispersed since the 2011 Fall Gala was not included on the report.
    - ii. The planned future commitments were not included on the report.
  - f. Update on 2011 tax filings.
    - i. A copy was received two days ago.
      - There are some typos that need correcting.
      - The numbers still need to be reviewed.
      - The filing deadline is midnight on May 15<sup>th</sup>.
      - Ron, Patty, and John are reviewing the documents and consulting with the accountant.
  - g. Update on other possible foundation IRS 1099 issues.
    - i. Patty and Ron ran a vendor report of all legal services that have been paid.
      - In 2009 and 2011, the amounts paid were less than \$600 so no 1099 was needed.
      - In 2010 the amount paid was over \$600 so a 1099 was required.
      - Ron will ask John to handle this outstanding 1099 issue.
    - ii. Members discussed getting a statement from the attorney to cover 2010.
    - iii. Members discussed obtaining a letter from township regarding the sign donations.
      - No letter has been completed by us stating that we donated them nor a letter from the township stating that they accepted the donation.
      - The township will be asked for an acknowledgement letter in lieu of the in-kind donation form.
      - Members discussed possible ways of handling future sign donations to the township.
        - The township can complete a grant request for the signs, then the money would be given to them along with a grant approval letter.
        - An in-kind donation form could be completed.
        - A thank you letter could be obtained as a record of the donation.
        - The donation could be given to the Fireman's Association, which would allow it to be publically recorded on the meeting agenda.
          - The Fireman's Association is not ultimately responsible for the LED Stop signs, so the donation should be made directly to Columbia Township instead.
  - h. Update on CCF 2011 Annual Report to donors.
    - i. This project will be held off until the taxes are completed.
  
5. Director of Media Relations' Report.
  - a. Update on what public relations articles have been submitted to local publications and to which ones since 4/11/12.
    - i. An article about the Youth4Youth Senior Citizen breakfast donation was sent out today.
    - ii. Articles regarding the two food bank donation presentations have been submitted.

- iii. Pepper Richardson (from the Chamber) has sent out an article regarding the water fountain donation.
  - b. Update on what public relations articles still have to be submitted to the media.
    - i. A correction for the community corner donors has been sent but not published.
    - ii. Articles regarding the scholarships awarded will be submitted following the senior awards ceremonies
    - iii. Debi Hitchcock contacted the Rural-Urban Record regarding how to better submit the articles in order to ensure publication.
      - Only one photo per article should be submitted.
      - Articles should be kept as short as possible, shorter articles are more likely to be published since they don't take up as much space.
  - c. Discussion of possibly hiring an outside consultant to handle the foundation's Director of Media Relations' duties
    - i. Members reviewed and discussed the quote that was received.
      - Since the quote was based on freelancing work, there are most likely no time or quantity requirements, therefore the foundation may request as many or as few events as are needed.
    - ii. Members discussed other possible benefits of using an outside consultant.
      - The consultant may have connections to ensure that our articles are published and spaced out the way that we want in order to increase exposure.
      - The consultant could be used as a backup resource when needed, rather than replacing the Director of Media Relations position.
      - Are we allowed to submit her article to other media outlets if she doesn't?
      - We are covered for the next month with board members handling the presentations and articles.
    - iii. Members inquired about exposure to a variety of media sources.
      - Would the consultant be able and willing to submit her articles to other media sources?
      - Would the foundation have rights to the articles in order to submit them to other media sources or publish them on the website?
    - iv. Members discussed that a Director of Media Relations would still be the point person needed to coordinate and provide information to the consultant.
      - Members discussed that that it should be at the discretion of the Director of Media Relations when to utilize the consultant or not.
      - The Director of Media Relations indicated that he can handle articles to advertise upcoming events, but may request the consultant to cover photograph of the actual events when he is not available to do so.
    - v. Members discussed the date of the quote.
      - Wayne will revisit the offer with the consultant to determine:
        - Is there still an interest?
        - Is the previous quote still valid?
        - Will other media resources be contacted for publication?
6. Scholarship Committee Report.
- a. Update on 2012 foundation scholarship award and rejection letters.
    - i. These were sent out Friday 4/27/12.
  - b. Update on 2012 Columbia High School Senior Awards Night on 05/15/12 at 7:00 PM.
    - i. Ron will present, Jack will assist in getting the photos and the photo releases signed.
  - c. Update on 2012 Padua Franciscan High School Senior Awards Ceremony on 05/25/12 at 8:00 AM.
    - i. Jack will present, Ron will assist in getting the photos and the photo releases signed.
  - d. Members discussed our obligation to award scholarships.
    - i. Per the foundation's non-profit determination, the foundation is required to give out the LMM scholarship.
    - ii. If there is a question regarding the CCOC scholarship, the Columbia Chamber of Commerce can be approached with the concerns before or after the scholarship application period, otherwise it would be treated as a donor advised fund, which has several more legal requirements involved.
    - iii. Members discussed considering adding verbiage to the application in order to make the requirements and the consequences for not following them more clearly spelled out.
    - vi. Members discussed that if scholarships are advertised and not awarded, that may result in a negative view of the foundation.

- vii. It was suggested to have the yes/no questions have a drop down “yes” and “no” to choose from rather than including a default response that must be changed.
  - Ron clarified that only the member rating sheets have the default that must be changed, the actual applications do require choosing with “yes” or “no” from a drop down menu before any response is recorded, but he can make that change to the rating sheets in the future.
- e. Members discussed how to get the schools more involved as soon as the application windows are opened.
  - i. The guidance counselors could be requested to send a letter (provided by the foundation) to the parents of all the seniors announcing the scholarships.
    - The school may tell us how many copies are needed and then send the letter home with every senior.
    - Columbia Schools may publish the announcements in the Raider News, which goes out every month to the parents and is also online.
  - ii. The announcements may be able to be added to the high school’s Facebook page.

7. Grant Committee Report.

- a. Discuss quotes received for LED Stop Signs.
  - i. The previous quotes stated that they are only valid for 30 days, which has now passed.
  - ii. Members discussed that the price has most likely not gone up in the past couple of months.
- b. Update and discuss list of the most dangerous intersections in Columbia Township.
  - i. The township has suggested obtaining this information from the Columbia Township Fire Chief
    - A letter to formally request this information will be sent to the Columbia Township Fire Chief.
  - ii. One member indicated that Ohio requires crash reports to be public record.
    - These can be pulled up online by month.
  - iii. Members were asked to consider if we should ask the community for input regarding the most dangerous intersections.
    - This may result in too many ideas.
    - Some community members may be offended if the signs are not placed where they suggested.
  - iv. It was suggested that the publicity article regarding the LED Stop Signs indicate that the donation was made to the people of Columbia Township rather than just to the township.
  - v. Members discussed that we also want to verify that the signs are working.
    - If number of accidents isn’t reduced, do we stop buying the signs?
    - We could never calculate how many accidents were avoided as a result of the signs.
    - The flashing lights would draw attention to those not familiar with the area, warning them of the potential accident area so that they can use caution.
  - vi. The signs can be ordered and shipped before knowing where they are going to be placed.
  - vii. Members discussed the possibility of purchasing more than two LED Stop Signs.
    - This would take funds away from being available as other needs in the community arise.
  - viii. Motion by Wayne Brassell to purchase two LED stop signs for \$3100.  
 Seconded by Jack Callaghan.  
 Vote: 7 For, 0 Against, 1 Abstain.  
**Motion passed.**
  - ix. A donation letter will be written to the township to be read at the trustees meeting.
    - A donation acceptance letter will be needed since we are paying the company directly rather than providing the funds directly to Columbia Township.
- c. Discuss any grant requests received.
  - i. No requests have been received.

8. Fundraising and Marketing Committee Report.

- a. 2012 Fall Gala Subcommittee report.
  - i. Update of 2012 Fall Gala forms and documentation.
    - It was suggested that we pre-order the glass.
    - Wayne will get the information and then place the order.
  - ii. Discuss hiring Don Disantis Band for 2012.
    - Motion by Dennis Ross to hire the Don Disantis Band for the 2012 Fall Gala.  
 Seconded by Debi Hitchcock.  
 Vote: 7 For, 0 Against, 2 Abstain.

**Motion passed.**

- John will be requested to send the deposit to Don Disantis.
- iii. Discussion regarding the band.
  - Much of the time that we purchase from the band is taken up by the live auction and announcing the auction results.
  - Members may want to begin to research and listen to other bands to consider for the 2013 Fall Gala.
  - We may want to consider a different genre in order to attract new attendees.
- iv. Discussion regarding simplifying the donor levels.
  - Wayne and Ron to work on this.
- b. Community Corner Project Subcommittee report.
  - i. Discuss any plans for a Phase 2.
    - The two other corners may be too small to do anything with.
    - Putting anything elaborate on these corners may take attention away from the main corner.
  - ii. Discuss mounting the community corner donor names on stone at the corner.
    - Wayne will get quotes for plaques.
    - A picture of the mounted plaques can be submitted to the media for publicity.
- c. Website Subcommittee report.
  - i. Update on foundation website and statistics.
    - “Grants” are the highest chosen link.
    - “Policies” also have had a lot of hits.
  - ii. Update on foundation Facebook site and statistics.
    - There are 65 followers.
    - The majority are ages 35-44.
    - There are 16 followers from Columbia Township, all others are from other cities and/or states.
- d. 2012 Columbia Homecoming Booth report.
  - i. Discuss possible giveaway items for the 2012 Columbia Homecoming Festival.
    - Water bottles.
      - Need to clear this with the Columbia Homecoming Committee.
      - Dennis will obtain pricing information about the water bottles and let the board know.
    - Ron has researched possible promotional items that can be ordered:
      - Sewing kits.
      - Coin purses.
      - Chip clips.
      - Pens.
      - Candies.
      - First Aid Kits.
    - Prize Wheel.
      - The prize wheel attracted interest last year.
      - Don has a friend who may have a prize wheel that we can borrow, rent, or have donated.
        - Don will ask about this and let the board know.
    - Pedal Tractor Raffle.
      - Dennis may be able to find one that can be donated.
      - We will need to verify with the Ohio Attorney General if the foundation is allowed to have a paid raffle.
      - The pedal car may also be used as advertising.
    - Entry for two tickets to the 2012 Fall Gala.
      - Do we just have a form to fill out or an additional way to make it entertaining?
    - Discussion regarding the booth set up.
      - More of the most recent and less of the past events/donations should be highlighted
      - Before and after pictures of the community corner should be displayed.
      - Consider having fewer display boards and using primarily the ones with fewer words and more pictures.

- Consider purchasing a small 3 inch banner for the front of the booth with the foundation's name on it.
    - ii. Discuss booth volunteer worker schedule from 06/29/12 – 07/01/12.
      - Members discussed when they are available.
      - Past board members and honorary chairpersons may be willing to assist if asked.
        - Wayne to ask Debbie Brassell about writing a letter to request assistance from past board members and honorary chairpersons.
        - The letter will be followed up by a phone call.
  - e. Discuss new possible fundraising ideas.
    - i. John will be requested to ask the Ohio Attorney General if the foundation can have a paid raffle as a fund raiser.
    - ii. It was suggested that the foundation sell ads and print placemats with the foundation ad in the center and paid ads around the edges.
      - Four Keys Restaurant could use the placemats at their table settings.
9. Strategic Planning Committee Report.
- a. Review any strategic ideas from board members.
    - i. Long term strategies.
      - What will we do in 5-10 years?
      - All members should bring their ideas to the next meeting.
10. Old Business.
- a. Review and discuss any possible new board member candidates for consideration.
    - i. No additional biographies have been received.
      - One member reported that an acquaintance has expressed interest.
      - One member has an acquaintance that is interested but won't be available until next year.
    - ii. Discussion regarding if more board members should be considered.
      - One board member indicated that the current board has gotten away from having a cross section of the community, while another stated a different viewpoint.
      - A board that includes younger people and greater diversity may help the foundation to grow.
    - iii. There may be community members who would help on committees without being on the board.
    - iv. Members were encouraged to bring a resume to the next meeting if they know of any potential board candidates.
11. New Business.
- a. A suggestion was made to consider sending out a newsletter to donors.
    - i. It was proposed that this be sent out 30-45 days prior to the Fall Gala.
      - The annual report may serve this purpose.
      - It was suggested that a newsletter be a more user friendly version of the annual report.
      - The newsletter could include some pictures and some of the information provided in the annual report.
  - b. Discussion regarding possible locations for the next board meeting.
    - i. Columbia Hills Country Club.
      - We may be an imposition to the club since the servers have to stay and clean up after our meeting no matter what time the meeting ends.
      - Members don't feel that holding the Fall Gala there will be in jeopardy if we decide not to hold our monthly board meetings there.
      - Meeting at the club results in the meeting being interrupted, because there is food and beverage service going on during the meeting.
    - ii. Columbia Town Hall.
      - This location has worked well for the past few months.
      - Meetings at the Town Hall have been productive.
      - This provides a casual setting.
    - iii. Meeting room at the Columbia Library.

- This provides a casual setting.
- c. Motion by Dennis Ross to resume holding the monthly foundation meetings at Columbia Hills Country Club.  
Seconded by Don Hagen.  
Vote: 5 For, 2 Against, 1 Abstain.  
**Motion passed.**

Motion by Patty Rolko to adjourn.  
Seconded by Jack Callaghan.  
Vote: 8 For, 0 Against, 0 Abstain.  
**Meeting adjourned at 9:50 PM.**

**The next board meeting is scheduled for Wednesday June 13, 2012 at 6:30 PM at Columbia Hills Country Club.**

**Minutes approved: 06/13/12.**