

Columbia Community Foundation  
Executive Council **6-13-2012** Meeting Minutes

Meeting called to order by President Ron Krisko at 6:34 PM.

Members Present: Wayne Brassell, John Brocklehurst, Jack Callaghan, Don Hagen, Deborah Hitchcock (late arrival),  
Ron Krisko, Patty Rolko.

Members Absent: Dennis Ross, Rita Ross.

1. Review and approve meeting minutes.
  - a. Reviewed minutes from 5/9/12.
    - i. Two changes were suggested.
    - ii. Motion by Wayne Brassell to approve the 5/9/12 minutes.  
Seconded by Patty Rolko.  
Vote: 5 For, 0 Against, 2 Abstain.  
**Motion passed.**
  - b. Reviewed minutes from 6/12/12 electronic vote.
    - i. No corrections or changes were suggested.
    - ii. Motion by John Brocklehurst to approve 6/12/12 electronic vote minutes.  
Seconded by Wayne Brassell.  
Discussion regarding the appearance of the prize wheel and potential resource.  
Vote: 5 For, 0 Against, 2 Abstain.  
**Motion passed.**
2. President's Report.
  - a. Update on Community Foundation of Lorain County Board Chair Network Training on 5/22/12.
    - i. Ron Krisko attended both of the sessions and found them informative and valuable.
  - b. Update on creation of new foundation PayPal and E-bay donation accounts.
    - i. Ron Krisko created a Pay Pal account for the foundation.
      - The account should be active within a couple of days.
      - A suggestion was made to link the PayPal a separate account rather than the main account.
      - Will be activated in a couple of days.
3. Secretary's Report.
  - a. Update on thank you notes from scholarship recipients.
    - i. Two thank you notes were received from the recipient of both the LMM and CCF scholarships.
      - These were passed around for members to view.
    - ii. Patty stated that the Columbia Chamber of Commerce received a thank you note from the CCOC Scholarship recipient.
4. Treasurer's Report.
  - a. John Brocklehurst presented a report to members.
    - i. Current balance in the Fifth Third checking account is \$17,788.96.
    - ii. Current balance in the Janney Montgomery Scott investment account is \$32,045.61.
  - b. No deposits were made since the last meeting.
  - c. Payments since the last meeting total \$1,309.20 and include:
    - i. \$57.81 to Windstream for April telephone expenses.
    - ii. \$58.89 to Windstream for May telephone expenses.
    - iii. \$200.00 to Backstage Productions, Inc. for deposit for 2012 Fall Gala Entertainment.
    - iv. \$992.50 to Cavanaugh Glass for deposit on 2012 Fall Gala Crystals.
  - d. No pending bills were reported.
  - e. Update on grants/donations awarded since the 2011 Fall Gala.
    - i. Grants dispersed since the 2011 Fall Gala was not included on the report.
      - John Brocklehurst stated that he will include this on the next report.
    - ii. Future commitments total \$10,600.00 and include:

- \$3,100.00 for flashing stop signs.
  - \$1,500.00 for CCOC Scholarship.
  - \$2,000.00 for LMM Scholarships.
  - \$4,000.00 for CCF Scholarships.
- iii. A suggestion was made to add the annual insurance premium as a pending future payment.
- When a budget is created, the annual insurance premium will be included as part of it.
- f. Update from IRS audit.
- i. Two letters have been received.
- One letter indicated that the foundation was found to be deficient in one area and the recommendation is to do it correctly in the future.
  - One letter confirmed the foundation to be a legitimately operating 501(c)(3) non-profit organization.
- ii. The outstanding 1099 forms will be issued soon.
- g. Update on 2011 tax filings.
- i. Discussion regarding donation receipts for tax purposes.
- In-kind donations and services don't need to be included on the tax return, but they need to be documented.
    - Only items that are tangible, including cash, are required to have a donation receipt prepared by the foundation and submitted to the donor.
- ii. Members agreed to handle donation receipts and tax filings in the manner that was recommended by the accountant.
- John Brocklehurst will instruct the accountant on how to proceed with the foundation's taxes.
  - John Brocklehurst will request sample receipts to use as an example of how the foundation might format donation receipts in the future.
- h. Update on CCF 2011 Annual Report Annual Report to donors.
- i. The 2011 taxes must be submitted before the annual report can be created.
- ii. A suggestion was made that the annual report be as simplistic as possible.
5. Director of Media Relations' Report.
- a. Update on schedule of public service announcement articles submitted or to be submitted to local publications since the last meeting.
- i. Three articles have been submitted to the Rural-Urban Record.
- LMM Scholarship recipients.
  - CCOC Scholarship recipient.
  - CCF Scholarship recipients.
- b. Discuss creating a foundation newsletter.
- i. What would the purpose/goal be?
- It could be a more "friendly" version of the annual report sent to continuous donors.
  - It could be used as a cover letter to the annual report.
  - It could be sent more globally to reach those who wouldn't receive the annual report.
  - It could be a tool to attract new donors by summarizing what we have done over the past year.
- ii. How many would be sent out?
- Creating it as an inset in Rural-Urban Record would reach thousands.
  - Donors should feel appreciated by receiving a separate mailing.
- iii. Who will put it together?
- Jack Callaghan states that he will complete a rough draft to present and discuss at the next meeting.
  - Wayne Brassell will ask Debbie Brassell to assist with creating this rough draft as well.
- c. Update on hiring an outside consultant to handle the foundation's Director of Media Relations' duties.
- i. No response has been received from the potential consultant regarding the request for updates and clarification.
- The current Director of Media Relations has been able to handle recent events.
  - Members agreed to cease looking into hiring an outside consultant at this time.
6. Scholarship Committee Report.
- a. Update on 2012 Columbia High School Senior Awards Night on 05/15/12 at 7:00 PM.

- i. Ron Krisko presented the awards.
- ii. Jack Callaghan and Ron Krisko facilitated the photo opportunities with the students and parents.
- b. Update on 2012 Padua Franciscan High School Senior Awards Ceremony on 05/25/12 at 8:00 AM.
  - i. Jack Callaghan represented the foundation when the award was presented by the school.
  - ii. Jack Callaghan and Ron Krisko facilitated the photo opportunity with the student and parents.
- c. Update on 2012 Columbia Homecoming Festival opening ceremonies on 06/29/12 at 6:00 PM.
  - i. Only two scholarship recipient have indicated that they will be there.
    - E-mail reminders will be sent by Ron Krisko, followed by phone calls if no response.

**Meeting continued in Executive Session.**

**Meeting resumed.**

- 7. Grant Committee Report.
  - a. Update and discuss list of the most dangerous intersections in Columbia Township.
    - i. This information was requested from the Columbia Township Fire Chief.
      - Members reviewed the list and map that was sent.
    - ii. A suggestion was made to also consider requesting this information from tow truck drivers.
      - There may be several accidents that occur where emergency vehicles aren't called to the scene.
    - iii. Jack Callaghan reported that he looked at four months of crash reports online.
      - West River Rd. and Folly Rd. came up frequently.
      - Members inquired if there are laws regarding signage where township and country roads come together.
        - If "right or way" is a concern from the county or state, consider purchasing flashing "stop ahead" signs in future years that can be placed on the township property.
        - Wayne Brassell will talk with county to verify if county roads are a problem – he will send their response to the board and the Columbia Township Road Crew Supervisor.
    - iv. Suggestions for the placement of the two flashing stop signs.
      - Inform the Columbia Township Trustees that it can be at their discretion where to put the flashing stop signs.
      - Provide the township with a list from which to choose from over the next three years.
      - Two intersections (Boone/Boston and Root/Hawke) were selected as the foundation's top choices if the township would entertain suggestions for specific locations.
  - b. Update on plaque for the handicap accessible water fountain.
    - i. The chamber will order and buy the plaque.
    - ii. The plaque can either be a post or mounted into the concrete as a paver.
    - iii. Foundation members should think about ideas regarding the verbiage on the plaque.
  - c. Discuss any grant requests received.
    - i. None have been received.
- 8. Fundraising and Marketing Committee Report.
  - a. 2012 Fall Gala Subcommittee report.
    - i. Update of 2012 Fall Gala menu.
      - Debbie Brassell met with Taste of Excellence.
        - Appetizer, Entrée, Beverage, and Dessert selections were chosen.
          - Wayne Brassell will forward the food selections on to board members to review for approval at the next meeting.
        - Wayne reported that most of the prices are approximately the same as last year, but the price for appetizers is slightly higher.
      - ii. Discuss and choose 2012 Fall Gala crystal paperweight Columbia Township image.
        - Suggestions were made for consideration:
          - Columbia Hills Country Club
          - Bronson House
          - Columbia High School
          - Old mill

- Baptist church
- Further discussion and decision will resume at the next meeting.
- iii. Update on hiring Don Disantis Band for 2012.
  - The contract has been sent and a deposit has been paid.
- b. Community Corner Project Subcommittee report.
  - i. Discuss any plans for a Phase 2.
    - Wayne Brassell has received a quote of \$1300 for an aluminum cast plaque.
    - The quote is from the same company from which the lettering at the Community Corner was purchased.
    - The layout is included.
    - Wayne will forward the details on to members for review.
- c. Website Subcommittee report.
  - i. Update on foundation website and statistics.
    - There were 2,542 hits in May 2012 and 784 so far in June 2012.
      - Don Hagen's biography received the highest number of hits with 69 hits so far in June 2012.
      - Grants and Policies had the second and third highest number of hits.
    - A comment was made that the 2011 Fall Gala pictures are not on web site.
    - A comment was made that the in-kind donation form online may not be the current version.
      - Ron Krisko will check into this.
    - Wayne Brassell suggested that the foundation hire out for a complete website redesign because people like to see pictures.
  - ii. Update on foundation Facebook site and statistics.
    - We have 65 followers.
  - iii. Discussion regarding redesigning the website.
    - More pictures may make it more appealing.
    - Could hire someone to help – or have the Columbia Chamber of Commerce's Webmaster assist.
    - The website should grow with the foundation.
    - It is estimated that it would cost at least \$5000 to recreate the entire website.
- d. 2012 Columbia Homecoming Booth report.
  - i. Discuss possible giveaway items for 2012.
    - Discussed giveaway items and the estimated cost of each item.
      - Motion by Jack Callaghan to buy 1000 blue ink pens from Nation Pen.  
Seconded by Wayne Brassell.  
Vote: 5 For, 0 Against, 2 Abstain.  
**Motion passed.**
  - ii. Discuss holding a raffle.
    - The Attorney General has passed a law to allow 501(c)(3) non-profit organizations to hold paid raffles as fundraisers.
      - Erie Coast Customs and Collision has offered to donate two pedal cars to the foundation to use as raffle items during the Columbia Homecoming Festival.
    - It was questioned if holding a raffle would ultimately take money away from other youth organizations who are trying to raise money at the Columbia Homecoming Festival.
      - Members discussed the community members will support the organizations they believe in or have ties to regardless of what other organizations are present.
      - Holding a raffle is a good source of advertising and helping the community to get to know the organization.
    - Motion by John Brocklehurst to accept the donation of two pedal cars from Erie Coast Customs and Collisions for the foundation to use in a raffle at the Columbia Homecoming Festival.  
Seconded by Jack Callaghan.  
Vote: 5 For, 0 Against, 2 Abstain.  
**Motion passed.**
    - Discussed pricing for raffle tickets.
    - Motion by John Brocklehurst to set this ticket piece at \$2.00 each or 3 for \$5.00.  
Seconded by Don Hagan.

Vote: 6 For, 0 Against, 1 Abstain.

**Motion passed.**

- Patty Rolko will include the foundation's pedal car raffle in the Rural-Urban Record as part of the Homecoming advertisement.

iii. Discussed other activities at the booth.

- Members agreed not to have a prize wheel since we are having the raffle.
- Crystals from past Fall Galas will be available for purchase.
- The foundation's DVD will be available for a donation of \$10 or more
- Wayne Brassell will loan a computer for the DVD to be shown at the booth.
  - Wayne Brassell will look into getting a larger monitor to use when showing the DVD.
  - A suggestion was made that the foundation consider purchasing a computer projector in the future.
- Free raffle for 2012 Fall Gala tickets.
  - A suggestion was made to edit the entry form to include a disclaimer regarding having to be over age 21 to enter.

iv. Discuss booth volunteer worker schedule from 06/29/12 – 07/01/12.

- Wayne and Debbie Brassell will call past board members and honorary chairpersons to invite them to assist.
- The cashbox, paid raffle tickets (both purchased and unpurchased), computer, and pedal cars must be taken out of the booth/park by a member at the closing of the booth and returned when the booth is opened the next day.

v. Review foundation booth checklist.

- All items have been completed or addressed.

e. Discuss new possible fundraising ideas.

i. Placemats might be considered.

- Provides advertising as well as a donation to the restaurants and events where they are used.

9. Strategic Planning Committee Report.

a. Review any strategic ideas from board members.

i. Members discussed having a special brainstorming meeting.

- This would be separate from the regular monthly board meeting in order to be able to focus on accomplishing the task.
- Flip chart and markers can be used to document ideas.
  - Members could submit their strategic planning ideas anonymously to be transferred onto the flip chart.
  - Both short and long term goals should be addressed.

10. Policy and Procedure Committee Report.

a. This committee of the whole board.

i. Several policies are not yet written in order to be reviewed.

ii. Ron will work on creating and updating policies as his time permits.

11. Old Business.

a. Review and discuss any possible new board member candidates for consideration.

i. No additional biographies have been submitted.

ii. Discussion regarding having a maximum board size.

- Members decided to keep the number open for now, but considering adding more members before the 2012 Fall Gala.

12. New Business.

a. Discuss 06/03/12 Boston Road accident.

i. Ron Krisko spoke with the attorney regarding if the foundation can legally become involved with concerns that involve a public road.

- Becoming involved would be within realm of our 501(c)(3) since it addresses public safety.

- Let's not stop there because there are other crossings that can be addressed.
- ii. Several funding sources have already been secured and publicly reported on the local news.
  - Financial assistance from the foundation may not be needed.
- iii. Discussed assisting through a road safety education program delivered through the schools.
  - Insurance companies have safe driving programs.
    - Students sign a contract stating that they will not engage in unsafe driving behaviors.
  - Schools no longer teach driver's education.
  - The foundation may be able to sponsor, create, and/or implement such a program within the schools.
    - The program would need a slogan that is catchy for kids and schools to use.
    - The program could be administered annually, perhaps around the time of the school's homecoming football game and activities.
    - Don Hagen shared that there is a graphic video called "Signal 30" that details the potential fatal consequences of dangerous driving practices.
      - If a new video is created, local and recent footage may be able to be used in order to make it "hit home".
    - Jack Callaghan, Don Hagen, and Wayne Brassell will serve on a committee to inquire about what safe driving programs are already established.
      - If the foundation can establish a program that proves successful, it may be expanded.
- iv. Discuss raffle money being used to go toward developing this program.
  - Motion by Wayne Brassell to investigate the establishment of safe driving education program for youth to learn safe driving practices.

Seconded by Patty Rolko.

Discussion:

- Members expressed that we should find out more information about existing programs before proceeding to establish our own.

**Motion was rescinded.**

### 13. Open Discussion.

#### a. Attendance

**Meeting Continued in Executive Session.**

**Meeting Resumed.**

#### b. Committees

- i. Members discussed that some young people might be interested in getting involved, but might not have the time commitment to be on the board.
  - If project specific committees were formed, they may be willing to serve on one.

Motion by John Brocklehurst to adjourn.

Seconded by Don Hagen.

Vote: 6 For, 0 Against, 1 Abstain.

**Meeting adjourned at 10:06 PM.**

**The next board meeting is scheduled for Wednesday July 11, 2012 at 6:30 PM at Columbia Hills Country Club.**

**Minutes approved: 7/11/12.**