

Columbia Community Foundation
Executive Council **10-10-2012** Meeting Minutes

Meeting called to order by President Ron Krisko at 6:47 PM.

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

Members Absent: None.

1. Review and approve meeting minutes.
 - a. Reviewed minutes from 9/12/12.
 - i. One correction was suggested.
 - ii. Motion by Wayne Brassell to approve the 9/12/12 minutes with correction.
Seconded by Patty Rolko.
Vote: 7 For, 0 Against, 4 Abstain.
Motion passed.
2. President's Report.
 - a. Discuss and approve purchasing new licenses for foundation computer security software.
 - i. Updates on the foundation computer were due two weeks ago.
 - Ron Krisko reported that software updates can be purchased for under \$40.
 - ii. Motion by Patty Rolko to approve the purchase of software up to \$40 in order to update the foundation computer.
Seconded by Doug Spielberger.
Vote: 9 For, 0 Against, 2 Abstain.
Motion passed.
 - iii. Ron will review pricing and purchase the software.
3. Treasurer's Report.
 - a. John Brocklehurst presented a report to members.
 - i. Current balance in the Fifth Third checking account is \$8,667.49.
 - ii. Current balance in the Janney Montgomery Scott investment account is \$34,562.90.
 - b. Deposits since the last meeting total \$1,550.00 and include:
 - i. \$500.00 from Gala Reservations.
 - ii. \$125.00 from Corporate Donations.
 - iii. \$925.00 from Individual Donations.
 - c. Payments since the last meeting total \$2,035.06 and include:
 - i. \$74.08 to Ron Krisko for reimbursement for booth expenses.
 - ii. \$35.98 to Deborah Hitchcock for reimbursement for binders.
 - iii. \$925.00 to Westbend Mutual Insurance Co. for annual insurance premium.
 - iv. \$1,000.00 to Columbia Middle School for science field trip grant request.
 - d. Three pending bills totaling \$1,986.12 include:
 - i. \$678.62 to CQ Printing for Gala Invitations and Envelopes.
 - ii. \$315.00 to Debbie Brassell for reimbursement for postage for 2012 Fall Gala mailings.
 - iii. \$992.50 to Cavanaugh Glass for second payment for crystals.
 - iv. Motion by John Brocklehurst to pay the pending bills.
Seconded by Dennis Ross.
Vote: 9 For, 0 Against, 2 Abstain.
Motion passed.
 - v. Discussed discrepancies on the CQ Printing bill.
 - Ron will contact CQ Printing to discuss the bill.
 - e. Update on commitments since the 2011 Fall Gala.
 - i. Grants disbursed since the 2011 Fall Gala total \$7,600.00 and include:
 - \$1,000.00 to Columbia Middle School for science club use toward an educational field trip (11/15/11).

- \$1,500.00 to Columbia Historical Society for use toward the Block House Project (11/15/11).
 - \$300.00 to Columbia High School for Youth4Youth's Senior Citizen Breakfast (11/16/11).
 - \$100.00 to St. Jude's Children's Research for the memorial of a board member's family member (12/19/11).
 - \$500.00 to Columbia Food Center for general donation (12/19/11).
 - \$500.00 to Second Harvest Food Bank for general donation (12/19/11).
 - \$300.00 to Columbia High school for Youth4Youth's Senior Citizen Breakfast (4/23/12).
 - \$3,100.00 (in the form of two flashing LED stop signs) to Columbia Township (6/21/12).
 - \$2,000.00 for payment of two LMM Scholarships (8/1/12).
 - \$4,000.00 for payment of two CCF Scholarships (8/1/12).
 - \$1,500.00 for payment of CCOC Scholarship (8/7/12).
 - \$1,000.00 for payment of annual insurance premium (10/8/12).
- ii. No Future commitments are pending prior to the 2012 Fall Gala.
- f. Update on other foundation IRS 1099 issues.
- i. John reported that, per the recommendation of the auditor who conducted the foundation's audit, he sent the 1099 paperwork to the IRS branch where all other paperwork related to the IRS audit was sent.
- g. Update on foundation insurance quotes and payment.
- i. The lowest quote was the foundation's current insurance provider.
- This quote was accepted and paid.
- h. Review and approve CCF 2011 Annual Report to donors.
- i. A draft copy has been sent to member for review.
- A suggestion was made to change some of the photos.
4. Director of Media Relations' Report.
- a. Update on what public relations articles have been submitted to local publications and to which ones since 9/12/12.
- i. Jack Callaghan sent an article regarding the LED Stop Sign to members today.
- Jack reported that this article was sent for publication last week.
- b. Update on what public relations articles still have to be submitted to the media.
- i. Science field trip grant approval article.
- ii. Letter to the editor to thank the Citizens Against Zoning Abuse for donating the balance of their account to the foundation when they dissolved.
- iii. Information and general invitation to the 2012 Fall Gala.
- c. Discuss and review the foundation newsletter mock-up.
- i. A draft copy was provided for members to review.
- Members were encouraged to send edits and suggestions to Jack Callaghan.
- ii. A suggestion was made to use a pie chart to show the foundation's revenue, investments, and donations back to community.
- iii. Discussion regarding where to have the newsletters published.
- Quotes should be obtained from a couple of places.
 - The company that prints local business advertising placemats for the Chamber should be considered.
 - Members discussed the value of using local businesses for our needs.
 - Members discussed that the lowest quote is not necessarily the best option.
 - Members were reminded that the foundation must get the best price available to most efficiently utilize our donors' monies no matter where the vendor is located.
 - This is different from the Chamber, whose mission is to support local member businesses.
- iv. Discussion regarding where to have the newsletters available.
- Members suggested having them available at the community events where the placemats are used.
 - Local businesses, such as the banks, may agree to have them set up and available for customers to view and take with them.
- v. Discussion regarding how often to distribute a newsletter.
- It was suggested that a newsletter be sent out twice a year.
 - Ideal times would be January and July each year.

- This would allow for a Gala update in the January edition and a Scholarship update in the July edition, which are the foundation’s two most publicized annual activities.
- vi. Discussion regarding postage costs.
- Members discussed that we don’t want to duplicate mailings by having the annual report and the newsletter contain the same information.
 - The newsletter could contain a statement that a copy of the annual report is available online or may be requested by calling or e-mailing the foundation.
 - A suggestion was made to send out an “e-blast” and provide electronic copies to those who have supplied an e-mail address.
 - Donors should be given the option of having electronic or paper copies as not all donors will prefer an electronic version over a paper version.
 - E-blasts can also be used to send notices of upcoming foundation events and activities.
 - March and September e-blasts can be used to advertise scholarships and the upcoming Fall Gala.
- vii. Discussion regarding when to have the first newsletter available.
- A suggestion was made to have it completed prior to the Fall Gala.
 - Members questioned if a full annual report would need to be completed if the newsletter is published.
 - Members discussed that we may not need the newsletter published before the Fall Gala since we just has an ad in the Rural Urban Record with the updated information included.
 - A suggestion was made to have it completed prior to the Senior Citizen Breakfast in order to have it available to distribute at that event.
5. Scholarship Committee Report.
- a. Review and discuss CCOC suggested changes to 2013 CCOC Scholarship application.
- i. Members agreed with the first change to eliminate the question about being a Jr. Ambassador.
- Members questioned and discussed the second change to expand the residence requirements to surrounding areas rather than just Columbia Township.
 - Members were informed that the reason for this change is because the chamber serves more areas than just Columbia Township.
 - Members discussed that the change only adds two more school districts to the eligible applicants.
 - Concern was expressed about the selection process and the potential for bias.
 - Some members did not agree that there is concern for bias, especially after having a discussion about it and bringing it to awareness.
 - An inquiry was made if the foundation can collect the data and then allow the chamber to select their recipient instead of leaving it to the foundation to select the recipient.
 - This would add complication by making it donor directed scholarship, which has different IRS rules and regulations that must be followed.
 - Motion by Debi Hitchcock to administer the CCOC Scholarship with the proposed changes to the CCOC Scholarship application.
 Seconded by Pam Coleman.
 Vote: 4 For, 5 Against, 2 Abstain.
Motion failed.
 - Motion by Don Hagen to have representatives from the foundation to meet with representatives from the chamber to discuss the proposed changes.
 Seconded by Dennis Ross.
 Vote: 7 For, 0 Against, 4 Abstain.
Motion passed.
 - Wayne, Brassell, Dennis Ross, and Ron Krisko will contact the chamber ASAP to schedule this meeting.
6. Grant Committee Report.
- a. Review Columbia Historical Society’s Block House grant update letter.
- i. The project may be postponed until the spring if there are not enough students to sign up for the educational class that was planned in order to build the block house.

- b. Discuss Columbia Youth4Youth grant application received.
- i. Motion by Dennis Ross to approve the request by Youth4Youth for \$650 (\$325 in December 2012 and \$325 in March 2013) to assist with funding the Semi-annual Senior Citizen Breakfast during the 2012-2013 school year.
- Seconded by Jack Callaghan.
Vote: 10 For, 0 Against, 1 Abstain.
Motion passed.

7. Fundraising and Marketing Committee Report.

- a. 2012 Fall Gala Subcommittee Report
- i. Review dinner orders received and cash donations received to date.
- A total of \$4,925.00 in cash revenue has been received as of today.
 - This includes 18 RSVP's (\$2,500.00) and \$2,425.00 in additional donations.
- ii. Review auction items received to date.
- Seven auction items have been received to date, with a total value of \$421.00.
 - Jack Callaghan presented the idea of purchasing travel items specifically designed for fundraising events and shared several potential items.
 - Members reviewed the potential items and determined that there are three levels of items: those that are within driving distance, those that have airfare included in the cost, and those that have family appeal.
 - Members agreed to purchase only two, one larger package and one smaller one, for this year to determine if this concept will work for our event.
 - Wayne Brassell will review the options and inform members when he has chosen two items.
- iii. Discussion regarding auction process.
- Saving the big live auction items for the end results in people leaving before final item.
 - A suggestion was made to consider paying auctioneer.
 - He adds entertainment value to the event and helps increase bids.
 - A biography for the auctioneer needs to be put into the event program.
 - Motion by Wayne Brassell to pay the auctioneer \$250.00.
Seconded by Jack Callaghan.
Vote: 10 For, 0 Against, 1 Abstain.
Motion passed.
- iv. Update on photography services.
- Mindy Fick will provide the photography service.
- v. Update on multimedia services and audio system corrections for 2012.
- No updates were available regarding coordination with Soundcom Systems and if wireless audio will be available.
- b. Community Corner Project Subcommittee Report.
- i. Update on acquiring and installing sponsor listing plaque.
- This project has been tabled.
- ii. Update on Lorain County Beautiful Awards.
- The Banquet will be held on October 25, 2012.
 - Wayne Brassell has purchased tickets to bring some of the donors who made significant contributions to the Community Corner Project.
 - The winner will not be announced until the night of the banquet.
- iii. Update on beautifying two more corners within Columbia Township.
- Permission to have equipment on the corners has been granted.
 - Wayne Brassell will post the Community Corner Beautification banner.
 - Minor trimming will be needed.
 - Gravel will be donated.
 - No quote on the lettering has been received yet, but the anticipated estimate is \$1,500.00.
 - A goal to have the project completed in November has been set.

8. Education Committee Report.

- a. Update on making driving safe educational programs available to the schools.
 - i. Don Hagen presented thumb bands for teens to wear to remind them not to text and drive.
 - ii. Don suggested that another tool to consider is T-shirts that promote safe driving.
 - iii. Don reported that the school is interested in supporting a safe driving program.
 - The Superintendent has suggested that we consider putting a “correct choices” program in Columbia High School.
 - iv. Members were informed that State Farm dedicates money to use toward projects that promote safe driving.
 - Members inquired if a specific curriculum must be in place before applying for this funding,
 - Don will contact State Farm to inquire if funding might be available to assist the foundation with starting up a program and what is required.
 - v. It was suggested that having “stations”, like a symposium, may be more effective than a seminar
 - This type of event would sustain attention better due to a variety of activities and the ability to move around and socialize.

9. New Business.

- a. Update on board meeting attendance progress
 - i. Attendance has improved over the past few months.

10. Open Discussion.

- i. Members were informed that the Girl Scouts are celebrating 100 years and may submit a grant request.
- ii. Members discussed pricing on thank you/save the date cards to be left on car seats at the gala.
 - A suggestion was made to purchase candies with our logo stamped on them to attach to the thank you/save the date cards.
 - John Brocklehurst informed members that there is a one-time set up charge to prepare the logo for imprinting, which he will donate.
- iii. Discussion on how to encourage responsible drinking at the gala.
 - Wayne stated that the bartender will notify him if anyone might be drinking too much.
 - Announcements will be made to remind guests to drink responsibly and to have a designated driver if needed.
- iv. Don Hagen added members to the Education Committee.
 - Wayne Brassell, Patty Rolko, and Dennis Ross will be on this committee.
- v. Members suggested that more members need to be added to the Policy and Procedures Committee.
 - Policy and Procedure Committee meetings need to be scheduled in order to review, revise, and create policies.
- vi. The Honorary Chairpersons need to be contacted to create biographies to be included in the event program.
 - Jack Callaghan will contact them for detailed interview.
 - Ron Krisko will need the biographies in order for them to be published in the 2012 Fall Gala Event Program.

Motion by Pam Coleman to adjourn.

Seconded by Patty Rolko.

Vote: 11 For, 0 Against, 0 Abstain.

Meeting adjourned at 9:47 PM.

The next board meeting is scheduled for Wednesday November 14, 2012 at 6:30 PM at Columbia Hills Country Club.

Addendum: The November board meeting was canceled. The next board meeting is scheduled for Wednesday December 12, 2012 at 6:30 PM at Columbia Hills Country Club.

Minutes approved: 12/12/12.