

**THOMPSON EDUCATION FOUNDATION
BOARD OF DIRECTORS MEETING
MINUTES OF NOVEMBER 16, 2021**

The meeting was called to order at 4:20 p.m. Board members in attendance were Kim Akeley-Charron, Paul Baron, Brian Cullins, Danielle Feeney, Cody Fullmer, Brandy Grieves, Jason Hatch, Diane Lapierre, Marc Schaffer, Celeste Smith and Sarah Walgast. Debbie Wright was also in attendance. Board members unable to attend were Blas Estrada, Lauren Haug, Pam Howard, Brian Jacobson and Eric Weedin.

Upon motion duly made, seconded and carried, the Consent Agenda—consisting of the October 19 board meeting minutes, the October First National Bank Investment Management Account statement, the October financial reports and the Executive Director Report—was approved.

The Drive-Thru Trick-or-Treat Experience was a big success. Our income was just over \$12,000 and expenses were just under \$5,000. The Administration Building parking lot worked well; traffic was steady and no cars backed up onto Taft Avenue. Participants did not mind the \$5/car fee. It was a long day for the vendors. We had more sponsors than booths because some sponsors did not have enough staff to man a booth. This event was a good response to COVID but will not be sustainable post-COVID; there will be a lot of competition with other community events.

Kim sent a survey to district staff to see what type of event they would like for educator appreciation; the survey has not closed yet. So far, April is the preferred month and the first choice for a venue is a hotel or event center, followed by an outdoor event at Ray Patterson Field. There was an interesting mix of comments. Educators often state they do not like the Wednesday morning breakfast timeframe because it is hard to get back to school in time for class, but this came in as the preferred choice. A Thursday reception at 5 p.m. was the second choice, which is what Kim would prefer. The preferred type of meal is buffet. Kim was surprised that people would want student groups to perform over professional groups. It is clear from the survey that we should use an indoor venue in Loveland. The question is whether to do a morning or evening event. A discussion was held. Paul and Jason agreed that an evening event feels more special, but the challenge is finding a venue. Embassy Suites is expensive. Cody suggested checking with La Quinta. We've averaged about 550 attendees in the past, pre-COVID. This event is meant to be a celebration and not an ask. Brandy has mixed feelings on an evening event, but she agreed that an evening event feels more special. Danielle liked having the event on a Professional Development (PD) day, but the 6:30 a.m. start was too early. The district doesn't have as many PD days now. Kim will check with Kevin Clark to see if there are conflicts with musicals, drama productions and sports in the evenings. Marc stated that we will never find a perfect date, so we should just pick a date and give plenty of advanced notice. Diane asked if the Candlelight Dinner Playhouse can be rented out for events. Kim will check with the PD office to see what is scheduled and if it would be possible to build in a 7 a.m. breakfast. She will explore both morning and evening options and will send an e-mail to the board.

Kim reported on the results of the Help Kids Succeed survey that was sent to the schools. The number of backpacks needed are anticipated to be the same or higher at each school next year, so we will plan on packing 1,700 backpacks next summer. Some schools want just supplies (not in backpacks), but most want supply-filled backpacks, so that is what we will continue to do. Padded backpacks are appropriate for the middle school and high school levels but are not necessary at the elementary school level. Including water bottles in the backpacks was a huge hit. Respondents felt that it was easy to distribute the backpacks to the students that needed them. Most said that they would be willing to pick up their school's backpacks. If we proceeded that way, we would no longer need Sertoma members to do deliveries. Brian C. noted that Sertoma's participation was down this year, possibly due to COVID. Kim hopes to partner with KidsPak and use their warehouse space (at no cost) next year. She was glad we did the survey.

Marc provided an update on the school district. He is so proud of TSD's students, staff and community. This year was like no other, but TSD is persevering. Kids are in school, getting in-person learning, which feels good. TSD just had a school board election. The new Board of Education members will be sworn in November 30 at 6 p.m. and new officers will be elected. Marc and Kim have been engaging with different community leaders (from organizations such as the Bohemian Foundation and United Way) and will meet with homeless kids. High Plains School is in the final design phase to add eight classrooms, a competition gym and a track. The district is also working on the consolidation of Mary Blair and Monroe elementary schools with Conrad Ball Middle School; there was a lot of community input on this project. The Board of Education will meet with the architect during a study session. The board thanked Marc for the update.

Kim challenged the board to think about TEF's mission, vision and purpose statements. What should they look like? Who are we today? Do educators need to be included? Cody stated that we need to include educators—it's as bad as it's ever been for teachers and having good educators benefits our students. Diane noted that with the educator appreciation event, a lot of our work is educator focused, so there is no downside to keeping them included. We need to include maximizing student potential and mention the whole student and dealing with inequities in the mission statement. We want the mission to be powerful and short and keep community in the vision. Jason asked how the mission, vision and purpose intertwine. He doesn't see our values in the statements—we need to incorporate our values and be succinct. Paul feels we only need to rephrase the mission and vision statements; a purpose statement is not necessary. Diane feels we need to include values and relationships with the community. She stated that the mission is why we exist, the vision is where see ourselves going, and our values are what help us make decisions and keep on track. Kim asked if the board wants to work on this together or have a small group work on it and come back to the board with suggestions. It was decided that the entire board would discuss this at a meeting to get everyone's voice, then a small group will take that input and come up with language for the board to review. We could do a word activity at the January meeting, then the small

group can work on the language. The goal is to have new statements completed before the educator appreciation event.

Kim moved the Other Business agenda item to this point in the meeting. Kim, Sarah and Larissa Clark met with the Pulliam grant representatives today. The Pulliam's annual grant support, typically around \$50,000, has, for the most part, been dedicated to the district's elementary science coordinator salary for many years. That support is now shifting to substantive items for students. The Pulliams are pleased that the salary portion is out of the grant. The district is asking for a new StarLab; the current StarLab the district uses was purchased with Pulliam grant funds 20 years ago. The new one would be ADA accessible and able to grow with curriculums. The Pulliam grant might also impact the district's outdoor education center. Kim felt the meeting went really well and expects to hear back from the Pulliams by the end of December.

Kim attended the Nonprofit Storytelling Conference. She participated in the direct marketing and campaigns track. She plans to do an annual appeal after winter break and wants to test the training she received for additional asks (e.g., water bottles). This will give her an idea of how people will respond to one-shot appeals.

Celeste delivered frozen turkeys to the Food Bank. She met with Amy at the Food Bank and was told that they need 6,500 turkeys to serve families in the Poudre and Thompson school districts. 2,500 are being request in TSD alone and they don't have enough. Celeste appealed to the board members present to donate turkeys to the Food Bank by Friday and thought maybe TEF could support this effort next year. Diane asked how this interacts with the KidsPak turkey bucks campaign. No one is sure why there are two different campaigns.

Due to time constraints, the outdated TEF policies up for discussion at this month's meeting will be moved to next month's meeting.

Scholarship applications will open January 3. A donor, Mary Daniels, gave \$15,000 to TEF to open the TEF Scholarship Fund. One or two \$1,000-\$2,000 scholarships will be awarded each year to students attending 4-year programs, 2-year programs or trade schools. GPA is not a consideration, but students must show potential. The board needs to decide what additional criteria will be used for this scholarship. Kim noted that students who respond well on scholarship applications get a lot of awards. She suggested looking at those students that come in second or third and don't get any scholarship awards. A discussion was held. Paul would like to consider students with a clear plan for what they are going to do. Diane disagreed, noting that high school students can't always communicate their career path and need to explore different options. It was decided that the TEF Scholarship will be awarded to students that are second and third place contenders and are not receiving scholarships from other sources, but show potential. Paul suggested putting emphasis on what the students' peers and teachers say, regardless of the students' grades. We will keep the scholarship undefined on the application right now and will choose the recipients internally.

Kim went over the history of TEF's fundraising for school projects through Community Funded's platform. TEF was an early adopter of the platform and was unable to use it to its full capacity—plus schools were not ready to step into that arena—so we discontinued its use. Now schools are seeking out fundraising platforms on their own and are paying huge percentages. Kim met with a representative of Funraise. Funraise charges a flat fee of \$2,500 annually plus 2.2% on donations for their fundraising platform. In the past, we took an additional 2% for TEF, which may or may not cover the annual cost. TEF could charge schools a flat fee or no fee at all. Funraise would enable us to create campaign pages and provide widgets that schools can put on their websites for general donations. Kim met with TSD's Finance department and this subject came up. They are getting a lot of calls from schools about doing fundraisers and Finance does not want them to use outside fundraising platforms. Kim asked if TEF were to provide a platform, would Finance make a policy stating that TEF's platform is the only one approved for school-level use. Finance liked the idea. If we implement Funraise, we would be the only vendor for TSD and we could have My Big Day or a paid intern support this work. Cody asked if Finance is looking at other vendors. The answer is no, only TEF, and maybe Donors Choose for classrooms. PTAs may have platforms they can use; however, not all schools have PTAs. Sarah will find out what percentage the PTA at her school pays. Kim sent Finance some of her peers' policies. Kim asked the board if we should continue pursuing this, even if we don't recoup the cost, to create a good partnership with the district. The district would like to have one place as a clearinghouse for fundraisers—there is currently no oversight and a more cohesive message is needed. TEF could facilitate getting more resources into schools. Donors would see the school's face. Cody likes the idea, but stated that we need the resources to handle the backside. Principals at the schools could submit applications for fundraisers, but PTOs and PTAs are outside entities and can do their own thing, which could affect our bottom line. We would need an actual policy in place before we say yes. Kim will continue the conversation with Finance and will bring more information back to the board in December.

Upon motion duly made, seconded and carried, the meeting was adjourned at 5:45 p.m.