

**DULUTH LEGACY ENDOWMENT FUND
PROJECT GROUP MEETING
Thursday, September 28, 2006 – 12:00 Noon
Room 409 – Minnesota Power Building
30 West Superior Street**

MEMBERS PRESENT: Nancy Norr, George Goldfarb, Sandy Carlson, Melissa Kadlec, Abbot Apter

EXCUSED ABSENT: Dr. Robert Powless, Greg Gilbert, Peter Sneve, Brad Beckman, Althea McBurrows,

STAFF PRESENT: Keith Hamre, Community Development Manager

OTHERS PRESENT: Holly Sampson and Becky Byers Strand, Duluth-Superior Area Community Foundation

CALL TO ORDER:

The meeting was called to order at 12:10 p.m. by Nancy Norr.

APPROVE MINUTES OF AUGUST 28, 2006, MEETING:

Motion by Sandy Carlson, seconded by Abbot Apter, to approve the minutes of the Duluth Legacy Endowment Fund Project Group meeting of August 28, 2006. The motion was unanimously approved.

BRYAN BROWN MEETING:

H. Sampson said she and K. Hamre met with City Attorney Bryan Brown and referred to Brown's letter, saying it discussed a lot of what this group had talked about. Brown said when the Duluth Legacy Endowment Fund (DLEF) makes grants, the Council will have to accept them. H. Sampson noted that if a gift to the City is \$5,000 or less, it is on a list on a consent agenda, not a separate agenda item. A gift can be designated for a particular purpose.

K. Hamre said the only City departments that can do public service activities are Parks and Recreation and Community Development. If grants go through the City, they will go through one of these departments and must be designated as public purpose. It was noted that it may be difficult for the DLEF to ask for money for things that people feel should be done by the City. H. Sampson said this will impact how the Duluth Legacy Endowment Fund will be marketed.

H. Sampson said the next step should be drafting guidelines. There was discussion about this. B. Byers Strand will search on the web for a city that has this type of guidelines and H. Sampson said the Community Foundation can share guidelines from other funds they have.

MARKETING COMMITTEE:

Committee Structure – S. Carlson distributed a list of the Marketing Committee, saying Mike Seyfer will chair the committee. They have had two meetings. At their last meeting, A. Apter gave overview of Duluth Legacy Endowment Fund, what it cannot do, and what our thoughts are. S. Carlson said the group is fired up and full of ideas.

Marketing Plan – S. Carlson pointed out the need for an easy explanation of the Duluth Legacy Endowment Fund. At their last meeting, the Marketing Committee drafted a mission statement, which she distributed, asking this group to review it and give the Marketing Committee feedback. She said they are trying to approach the DLEF as being for the people and community of Duluth, not the City of Duluth. N. Norr said she discussed the mission statement with S. Carlson earlier and thinks it is very good. S. Carlson also distributed a list of types of things this group can fund, which was prepared by Greg Gilbert.

DVD Holiday Sales – S. Carlson said there is advertising out for the documentary. She would like to make new commercials for Christmas sales, as well as some for the DLEF itself. N. Norr said she wants to put something in Minnesota Power bill even before the retreat and asked if the group is comfortable with that. The consensus was that that is okay.

CHAIR'S REPORT:

Project Group Update – Retreat – N. Norr said Jeff Anderson was suggested as a replacement for Ken Hogg. The Mayor has appointed Anderson and his recommendation is on the next City Council agenda. N. Norr said she has talked to Anderson about a retreat and asked the group whether they felt they can commit to a day-long retreat. She said she would want all or at least most members to attend. The consensus of the group is that the retreat is a good idea. There was consensus that the Larsmont would be the first choice of location and Norr will call them. She thinks Minnesota Power will defray all or most of the expenses.

Jeff Thompson will facilitate the retreat. N. Norr said Thompson will probably want to spend time with each advisory member before the retreat. Possible dates are November 13, 17 and 10, from 9:00-3:30. The consensus of the group is that the 17th is the first choice and the 13th the second choice. Norr will see what the response is from the rest of the board.

The agenda for the retreat was discussed, and the following items were mentioned:

- Set grant guidelines
- Long term plan with funds – strategy/budget/plan/goals
- Prioritization of funding – identify prospects
- Committee structure – where people have strengths and are most comfortable

There was discussion about who would be at the retreat and the consensus was that the DLEF Project Group, Keith Hamre, Becky Byers Strand and Holly Sampson would attend. Keith volunteered secretarial services in setting up the retreat and afterward.

Open Position - There was discussion regarding possible new members. N. Norr said we need to make sure people are aware they are probably going to have to do some fundraising. She asked Holly Sampson, Abbot Apter and George Goldfarb to discuss the names mentioned and come up with a prioritization.

DLEF Time Capsule Letter – The City will put new items in the time capsule that was recently opened and reseal it. The Legacy Endowment Fund Project Group will provide a short letter to the citizens of Duluth, stating its vision and the amount of contributions today at \$25,000. The capsule will be reopened in 25 years and it would be interesting to see the progress made in the DLEF in that time. Keith will contact Jeff Papas to see when it will be resealed.

CONTRIBUTIONS REPORT:

B. Strand said the group has two things to celebrate. The first is that there is 100% participation in the Project Group Donor Challenge. And second, she said there is a total of 70 contributions, totaling \$23,095.83, as well as almost \$4,000 in additional pledges. She noted that the Mayor's birthday contributions were a major factor.

N. Norr will be setting up a premeeting on the retreat with Jeff Anderson and Jeff Thompson to review the agenda. She will get a draft to members.

The meeting was adjourned at 1:10 p.m.