

DULUTH LEGACY ENDOWMENT FUND BOARD MEETING
Tuesday, January 29 – 12:00 Noon – 1:30 p.m.
Room 320, Minnesota Power, 30 West Superior Street

MEMBERS PRESENT: Nancy Norr, Abbot Apter, Jeff Anderson, Brad Beckman, Greg Gilbert, George Goldfarb, Brian Graff, Melissa Kadlec

EXCUSED ABSENT: Dan Markham, Dr. Robert Powless

STAFF PRESENT: Keith Hamre and Joyce Ellingsen, City Community Development

OTHERS PRESENT: 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 DECEMBER 18, 2007:

Motion by Brian Graff, seconded by Melissa Kadlec, to approve the minutes of the December 18, 2007 meeting. The motion was unanimously approved.

CHAIR'S REPORT:

New Member Update / Member Residency Requirement - Nancy Norr said she has received a formal resignation from Sandy Carlson. Brian Graff and George Goldfarb met with Rob Karwath to discuss the possibility of his joining the board. Both felt Karwath would be a good addition and are endorsing him for membership. Norr pointed out that Karwath is a Hermantown resident. Board documents indicate members must be residents of Duluth, so the residency requirement must be changed. Norr distributed copies of a proposed change.

Motion by Abbot Apter, seconded by George Goldfarb, to adopt the following language as an amendment to Duluth Legacy Endowment Fund contract with City:

To be eligible for selection to the Advisory Board, an individual should be a resident or seasonal resident of Duluth and the surrounding area, or be involved with a Duluth business, nonprofit or governmental entity, or have demonstrated significant ties to the community of Duluth or the surrounding area. Without unduly restricting the discretion of future Advisory Boards to identify and select individuals with talents then needed to carry out the function of the Advisory Board, Advisory Board membership should be broadly representative of the community.

The motion was unanimously approved.

Apter suggested bringing this proposed language change to the City Council at the same time bringing on a new board member.

Motion by Brian Graff, seconded by Jeff Anderson, to accept Rob Karwath as a member of the Duluth Legacy Endowment Fund Board. The motion was unanimously approved.

Discussion about changing the name of the group to the Duluth Legacy Endowment Fund Advisory Board.

Motion by Abbot Apter, seconded by Melissa Kadlac, to change the official name of the Duluth Legacy Endowment Fund Project Group to Duluth Legacy Endowment Fund Advisory Board, and amend the original documents to reflect this change. The motion was unanimously approved.

Press/Media Strategy for First Grants/Development Efforts – Norr handed out drafts of press releases from Jeff Papas of the City and the Duluth Superior Area Community Foundation. She met with Jeff Papas and people from the Hartley Nature Center and Grant Community School Collaborative to discuss a publicity event. The event will be part of National and Global Youth Service Day and will take place on Thursday, April 24 at 1:30 or 2:00 p.m. at the Hartley Nature Center. At that time, youth will be eradicating buckthorn and rebuilding the boardwalk. The Mayor will speak at this event and Norr or Goldfarb will make some comments on behalf of the Duluth Legacy Endowment Fund. The Marketing Committee will be able to get photos for future use. Hopefully, this can be a kick-off for the Development Committee launching a development campaign. This is a two-phased approach. The press release about the grant can be released any time the Board thinks is good. It will be followed by a separate press release about the event. It was the consensus of the Board that this should be a hands-on event and they will come ready to work alongside the youth. After discussion, it was decided the press release would not have the dollar amount of the grant, but language from the brochure stating that grants generally range from \$300 to \$2,500. Brian Graff will look at the press release. Byers Strand said the Duluth Superior Area Community Foundation will review it before its release.

CONTRIBUTIONS REPORT:

Becky Byers Strand distributed copies of the Contributions Report ending December 31, 2007; 123 gifts totaling \$29,963.03 have been received to the endowment. This brings the unofficial fund balance to \$53,681.77. The DVD fund has an approximate balance of \$11,916. Year end financial statements will be available for the next meeting.

Strand noted that at the end of last year, money was transferred from the DVD fund into the endowment fund. After discussion, it was the consensus of the Board that no money will be transferred at this time because of expenses that may be incurred. Money can be transferred later in the year after bills have been paid.

COMMITTEE REPORTS

Development Committee Discussion –

Becky Byers Strand discussed fund raising, suggesting that “Fundraising is the gentle art of teaching the joy of giving.” She talked about the Rule of Rights – The right person giving the right gift at the right time for the right amount by the right person making the request.

There was discussion about having another Board retreat. Byers Strand reviewed priorities from the last retreat and what should be covered at this point:

- Refresh memory of priorities
- Hand out information from last meeting
- Hand out list of funders to review who you might ask again
- Review Mission Statement:
- Discuss perpetual pledges, where someone gives a designated amount each year from a certain number of years. Strand said it takes three years for someone to feel they are involved with you and perpetual gifts are a good way to get started.
- Discuss what campaign goal will be, for three years, five years, or whatever.
- Design markets/tactics for development. “For everyone in Duluth” – use as part of tag line in campaign.

Strand suggested next month shooting for 100% participation for 2008 by the Board. After the Board, move in concentric circles; perhaps City Council, etc.

Organize Development Committee - Norr said Dan Markham is willing to serve as co-chair of the Development Committee. Rob Karwath has been informed that is one way for him to be involved. Dr. Powless also expressed willingness to serve on this subcommittee. Norr said Markham, Karwath, Goldfarb and Dr. Powless will sit down with Byers Strand to discuss. Markham will coordinate and Norr will serve as an ad hoc member of this committee.

Marketing Committee

Donor Brochure – Melissa Kadlec passed out the brochure and letterhead. Byers Strand said there needs to be envelopes with check boxes made to enclose in the brochures. Also, the comment, “Contributions to Duluth Legacy Endowment Fund are tax deductible” should be added to the brochure. On the letterhead, Norr should be at the top of the Board list and indicated as Chair; Rob Karwath must be added. Norr authorized Kadlec to go ahead with finalizing forms. Norr said they should go to Stewart Taylor for printing as soon as possible. We need 500 brochures and envelopes to start.

Grants Committee – No report.

CALENDAR/MEETING SCHEDULE:

A list of meeting dates for 2008 was distributed and reviewed. The dates in November

and December may be changed due to holidays. There was consensus that, because of the work to be done, meetings will have to be held at least monthly for the time being, but can probably change to quarterly later. Keith noted that the location of meetings will have to be accessible because they must be open to the public.

The February meeting will be hosted by Greg Gilbert at the Tech Village; the March meeting will be hosted by George Goldfarb at Maurice's; the April meeting will be hosted by Brian Graff at SMDC.

ADJOURNMENT:

The meeting was adjourned at 1:27 p.m.