

DULUTH LEGACY ENDOWMENT FUND BOARD MEETING
Tuesday, February 26, at 12:00 Noon
St. Louis River Conference Room, 5th Floor, Duluth Technology Village
11 East Superior Street

MEMBERS PRESENT: Nancy Norr, Greg Gilbert, George Goldfarb, Melissa Kadlec, Rob Karwath, Dan Markham, Dr. Robert Powless

EXCUSED ABSENT: Abbot Apter, Jeff Anderson, Brad Beckman, Brian Graff

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. Norr greeted new member Rob Karwath. Karwath said he is glad to join the board and be in on the front end of starting something special.

APPROVE MINUTES OF JANUARY 29, 2008:

Motion by George Goldfarb, seconded by Melissa Kadlec, to approve the minutes of the January 29, 2008 meeting. The motion was unanimously approved.

CHAIR'S REPORT:

Nancy Norr reviewed that a publicity event is being planned at Hartley Nature Center on April 24. Youth involved in their program will fix the boardwalk and remove invasive species; Board members will participate. There was discussion about two press releases that have been prepared. One will be a news item that grants have been made and will be released on March 24. The second item will be released just prior to the event. Norr and Keith Hamre will meet again with Jeff Papas of the City about the press releases and other publicity as well as the event itself. There was discussion about having someone take still pictures and videos to put together a marketing piece.

CONTRIBUTIONS REPORT:

Becky Byers Strand distributed copies of the Fund Statement for 2007. She reviewed the statement and indicated the fund balance as of December 31 was \$53,544.43. Norr noted that Councilor Stauber has asked for a status report on the Duluth Legacy Endowment Fund. Greg Gilbert said he will make brief report to Council tonight and give them the financial report. He will also mention the press releases and planned event at Hartley Nature Center. Strand said if councilors have any questions, they can call her.

Motion by Dr. Powless, seconded by Dan Markham, to accept the fund statement. The motion was unanimously approved.

COMMITTEE REPORTS

Development Committee Discussion – Becky Byers Strand distributed and reviewed “Seven Habits of Successful Solicitors.” She said it is important for Board members to make personal decisions about what they can give before asking others.

Steps to take with any donor:

1. Identification of prospects
2. Education
3. Involve them as a volunteer – adding a committee of citizens.

Solicitation piece:

- Get commitment from donor
- Prepare for second gift – remember what first one was
- Offer anonymity – create an environment that makes it easy to give

There was discussion about pursuing donors in concentric circles, starting with Board members, proceeding to existing donors, and then the Mayor, Councilors, employees, retirees, community organizations, donors to nonprofits who may apply for grants. Dr. Powless mentioned the Indian population. Gilbert mentioned people who give to political campaigns, labor unions and estate planning practitioners. He suggested getting on the agenda for an Arrowhead Estate Services meeting. Strand suggested forming a prospect list for each Board member so they are able to build relationships.

Giving options:

1. Annual giving – look for single large gift instead of lots of small gifts.
2. Get three to five large gifts before we go out and ask the public.
-Could ask large donors to sit on grants committee to help decide who gets gifts.
3. Develop a list of donors
4. Include Planned Giving components – this is where large gifts may lay
5. Hold special events, and then raise money for the educational side.
6. Marketing is a big part of any development campaign.

Strand discussed perpetual pledges; signing people up for three to five years instead of asking them every year. After that time, sending a letter asking if they are still on board and whether they would be willing to increase their gift.

Dr. Powless cautioned about over planning. He said the Board spends more time planning than out getting donations; sitting around waiting for “stuff” to give people. Now brochures will be printed and we can get going on fund raising.

After discussion, it was the consensus of board that the 12-month campaign goal will be \$250,000 by April, 2009.

The Development Committee will formulate a plan and bring it back to the Board for approval.

Development Committee – Nancy Norr said Dan Markham will chair the Development Committee, which will include Rob Karwath, George Goldfarb, and Nancy Norr, with Becky Byers Strand as a resource. There was discussion about other possible members. They should be people who have capability, believe in the mission, and know something about the organization. Board members will contact these individuals. Markham is scheduling a meeting of this committee on Wednesday, March 12, at 7:30 a.m. He will send an e-mail with details and encouraged other Board members to approach possible new committee members prior to that time and ask them to attend this meeting if possible.

Marketing Committee

Donor Brochure – A draft envelope was presented. After discussion, the consensus was that Melissa Kaldlec should ask Stewart Taylor to print the envelopes.

Grants Committee – None

ADJOURNMENT:

The meeting was adjourned at 1:25 p.m. The next meeting will be at Maurice's.