

**DULUTH LEGACY ENDOWMENT FUND
PROJECT GROUP MEETING
Tuesday, March 27, 2007 - 12:00 Noon
Room 409 - Minnesota Power Building
30 West Superior Street**

MEMBERS PRESENT: Nancy Norr, Greg Gilbert, Melissa Kadlec, Kay Ross, Dr. Robert Powless, Jeff Anderson, Abbot Apter, Brian Graff

EXCUSED ABSENT: George Goldfarb, Brad Beckman, Sandy Carlson,

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

CALL TO ORDER:

The meeting was called to order at 12:10 p.m. by Nancy Norr. Norr introduced Brian Graff, who told the group a little bit about his background.

APPROVE MINUTES OF FEBRUARY 27, MEETING:

Motion by Melissa Kadlec, seconded by Dr. Robert Powless, to approve the minutes of the Duluth Legacy Endowment Fund Project Group meeting of February 27, 2007. The motion was unanimously approved.

CHAIR'S REPORT:

Noor said Minnesota Power has purchased \$1,000 in *Gateway to the World* DVDs to be distributed in Duluth Schools, along with the Minnesota Power book, *Electrifying A Century*.

CONTRIBUTIONS REPORT:

None

COMMITTEE REPORTS:

Marketing Committee – Melissa Kadlec said the Marketing Committee met March 15. They decided on a tagline to be used in marketing materials, “Build the Legacy and Leave it Here.” She will meet with Klatzky on April 11 to work on the brochure and update the logo. Concensus was that the tagline is good. There was discussion about how it would be presented to make people aware of the fund so they think of it when they are doing their estate planning. Kadlec said the Marketing Committee also discussed using a billboard to inform people about the Legacy Fund. She also said Stewart Taylor will print the brochures pro bono. They will try to get brochures designed and printed by June.

Norr asked that the Marketing Committee flesh out opportunities to get the material out quickly once the brochures are ready with presentations and perhaps a luncheon.

Development Committee – Abbot Apter said his committee needs to have the marketing materials before they can do their work. Norr asked that they work with the Marketing Committee to think about audiences/stakeholders to meet with when the materials are ready. Apter said his committee will meet next week.

There was discussion of trying to raise a large sum of money to use for a “pass-through” grant to be given out prior to the application process. This could be used as advertising to prompt others to give money and possibly to be used for matching grants or challenge grants. This money would not go through the Legacy Fund to build the endowment. Norr said this will be a focus of the April meeting.

Grants Committee – Norr distributed the most recent draft of the guidelines and application for review and discussion.

Brian Graff mentioned that the guidelines should set a distribution goal. He also said the Project Group should work on the best ways to spur activities to give money so the fund will be viewed as giving, not just asking for money. Apter said the mandatory spending policy of the Duluth Superior Area Community Foundation (DSACF) is to give out 5% of the fund balance at the end of the year. He also said when the fund is built up, distributions will probably be made quarterly.

Norr suggested adding the following language as the second sentence in the third paragraph of the guidelines: “In the spirit of being an active supporter of the Duluth area, the Duluth Legacy Endowment Fund will distribute 5% of its endowment annually.”

Dr. Powless expressed concerns about the following items in the Examples portion of the guidelines:

\$ Wellness activities – Powless said examples should be given. Perhaps this item should be “Health and Wellness.”

\$ Prevention programs for youth – What would they prevent? Should give examples.

On page 2 of the guidelines, in list of items the DLEF does not recommend grants for, the item listed “Religious organizations for religious activities” should be more specific. Norr said she will refer these thoughts to George Goldfarb.

Norr suggested the application due date should be changed to November 1 to allow enough time for applications to be reviewed by the Grants Committee and the Duluth Superior Area Community Foundation. Keith Hamre cautioned that the guidelines and application should not be made public until the DLEF is are ready to give out money.

Next meeting will be April 24 and will be hosted by Jeff Anderson because Norr will not be available.

ADJOURNMENT:

The meeting was adjourned at 12:55 p.m.