

**DULUTH LEGACY ENDOWMENT FUND ADVISORY BOARD MEETING**  
**Tuesday, June 24 – 12:00 Noon – 1:30 p.m.**  
**Maurice's, 105 West Superior Street.**

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

**ABSENT:** Jeff Anderson, Abbot Apter, Greg Gilbert, Brian Graff

**STAFF PRESENT:** Karen Olesen 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 by Nancy Norr. Dave Kolhaus was present to observe; he had been invited as a possible new board member. Introductions were made.

**APPROVE MINUTES OF MAY 22, 2008:**

**Motion by Dan Markham, seconded by Dr. Powless, to approve the minutes of the May 22, 2008 meeting. The motion was unanimously approved.**

**CHAIR'S REPORT:**

N. Norr said she sent a letter to Brad Beckman thanking him for his service on the board. She noted that board members should be looking for a person to replace him.

**CONTRIBUTIONS REPORT:**

B. Strand distributed and reviewed the contributions report. She said there is currently \$3,992.70 toward the \$250,000 goal. Strand remarked that she had spoken with Cindy Hayden at Lake Superior Magazine, who told her 20-30 DVDs had recently been ordered.

**COMMITTEE REPORTS**

**Development Committee** – D. Markham said the Development committee set four priorities:

1. Contributions by 100% of the board.
2. Build a list of names, coordinating with B. Graff for volunteers to do mailing. There was discussion of mailing lists and whether there would be one big list as opposed to several small ones. Rob Karwath distributed copies of a letter he wrote for Per Wickstrom. There was consensus that this letter would be adapted to send to one major list and signed by co-chairs. Board members can add personal notes.
3. Contact Northland Foundation  
D. Markham said he sent a pre-application to the Northland Foundation. He talked to Tom Renier, who said the Duluth Legacy Endowment Fund can take the initial

\$10,000 grant and structure it any way they wish, including using it as a challenge grant. Markham will continue his discussions with other individuals regarding contributions.

4. Web site

G. Goldfarb said the web site is nearly done, but he wants Melissa Kadlec's creative touch for completion. He noted that Paypal is a go. B. Strand asked about what the charge is for Paypal. She said we need to make sure the fund can support it. There was discussion about possible charges. N. Norr said transaction fees should be paid out of the operating fund so that donors will get full credit for their gifts.

The goal for the web site to be operating is July 15. There was consensus that information about the web site should be included in the letter. D. Markham asked about costs for the web site. Goldfarb said at this point all costs have been covered.

**Marketing Committee** – Cindy Hayden will work with G. Goldfarb on arranging some advertising spots.

Karen Olesen said staff could talk to the City MIS department about putting information and a link on the City web site to get to the DLEF web site.

M. Kadlec will try to get a spot authorized using footage from the Hartley event.  
G. Goldfarb will arrange to get some pictures on the web site.

R. Karwath talked about putting a "sticky" on the front of the News Tribune. That will have to be designed.

The Marketing Committee will also work on getting out information out on the DVD.

There was a discussion about whether the mayor will sign a letter to be sent to his campaign list. A. Apter was going to talk to the mayor and ask whether he would be willing to sign a letter, and also have the mayor ask Charlie Bell to sign with him, on behalf of the Duluth Legacy Endowment Fund. There was also a suggestion about making a commercial using a person from both sides (Ness and Bell), modeled after TV commercials for the environment.

**Grants Committee** – George will touch bases with Cindy Petkac on grant issues.

**NEXT MEETING:**

The next meeting will be Wednesday, July 16, at 7:30 a.m. at Minnesota Power.

**ADJOURNMENT:**

The meeting was adjourned at 12:50 p.m.