

**DULUTH LEGACY ENDOWMENT FUND
PROJECT GROUP MEETING
Monday, August 28, 2006 - 3:30 p.m.
Room 140 – Minnesota Power Building
30 West Superior Street**

MEMBERS PRESENT: Dr. Robert E. Powless, Greg Gilbert, Peter Sneve, Nancy Norr, George Goldfarb, Sandy (Hoy) Carlson,

EXCUSED ABSENT: Ken Hogg, Melissa Kadlec, Brad Beckman, Althea McBurrows, Abbot Apter

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 3:38 p.m. by Nancy Norr.

APPROVE MINUTES OF APRIL 18, 2006, MEETING:

Motion by Dr. Powless, seconded by Sandy Carlson, to approve the minutes of the Duluth Legacy Endowment Fund Project Group meeting of April 18, 2006. The motion was unanimously approved.

AGENDA ADDITION:

Nancy Norr informed the group that Ken Hogg has resigned as chair and member of the committee for personal reasons and that he sends his regrets. Nancy agreed to convene and chair today's meeting. A thank you will be sent to Ken Hogg thanking him for his time and contributions.

CONTRIBUTIONS / FINANCIAL REPORTS:

Becky Byers Strand and Holly Sampson provided financial reports of the Duluth Legacy Endowment Fund as of July 31, 2006. The financial reports included pledges and gifts made during March and April and fund activity. Once the pledges made verbally are received the Endowment Fund will be at the \$25,000 goal.

CONTRIBUTIONS:

Duluth Legacy Endowment Fund:	32 Gifts totaling \$21,141.58
Quarterly Fund Balance:	\$20,956.89
Duluth Legacy Documentary Fund:	3 Gifts totaling \$3,000
Quarterly Fund Balance:	\$4,863.13

A total of \$8,840 has been received for the Committee Donor Challenge; a shortfall of \$1,160. The donor made the match payment in the full amount of the challenge. Becky encouraged the committee to continue to raise the remaining shortfall.

Holly reviewed the DVD sales and inventory and information about the retail outlet list. The DVD sold directly by Lake Superior Magazine provides the larger profits.

Motion by Peter Sneve, seconded by Dr. Powless, to approve the financial reports of the Duluth Legacy Endowment Fund provided by the Duluth-Superior Community Foundation. The motion was unanimously approved.

MARKETING:

Sandy Carlson provided a marketing overview as a tool to assist the committee in the creation of a marketing plan. The marketing overview highlighted that marketing is needed for two things: 1) marketing of the Duluth Legacy Endowment Fund and 2) marketing the Gateway to the World Documentary. The overview further suggests the formation of a Marketing Committee, a Public Relations / Presentations Committee, and an Events Sales Committee with an immediate focus on the upcoming Christmas season and events.

Sandy volunteered to serve on and set-up the marketing committee. George Goldfarb volunteered to serve on the marketing as a board member. Sandy will contact Melissa Kadlec and Abbot Apter as potential members also. Sandy has several other prospects from the community that she will contact to serve on the committee also. The marketing committee will meet prior to the next board meeting. The board agreed to support Sandy (and her discretion) in the follow through of any immediate opportunities that may arise prior to the next board meeting and without prior board approval.

OPEN COMMENTS:

Greg Gilbert and Keith Hamre will review the process for the Duluth Legacy Endowment Fund committee membership appointments. Keith Hamre will contact Althea McBurrows to determine if she is still interested in serving on the committee. The active committee members will seek others to recommend as committee members by the next meeting to fill out the 11 member board.

There was continued discussion regarding the use of the endowment fund and the approval process for grant awards. Keith Hamre and Greg Gilbert agreed to look into the issue further to determine the most expedient process for meeting the group's mission and goals.

The meeting was adjourned at 4:58 p.m. The next meeting is currently schedule for Thursday, September 28, 2006. It will be a working lunch meeting at Minnesota Power. The City Community Development office will send out a "Save the Date" email.