

**Board Meeting Minutes
February 2, 2023 via Zoom at 8:00 a.m.**

Present: Dr. Julie Ambrose (Executive Director), Vicki Newhard (Administrator), Dan Bosket (President), Tonya Harris (Vice President) Maria Tjeltveit (Secretary), Ibolya Balog (Treasurer), Don Hinkle, Rashid Santiago, Dr. D'nese Sokolowski, Kay Kurtz, Peter Kareha, Joseph Petro, Rob Schmidt, Laudy Allen, Dr. Mark Emerick, Don Wieand, Dr. Ericka M. Sutherland, Angela Nolan, Ralph Todd, Audrey Mathison (ASD School Board President), Dr. Carol Birks (ASD Acting Superintendent). Student Reps: Julia Eschner, Kenny Baptiste, Davian Serrano, Michael Deleon, **Emeritus Board Directors Present:** Barry Halper, John Stevens

Dan Bosket called the meeting to order at 8:03 a.m.

President's Items

D. Bosket

Dan welcomed Dr. Carol D. Birks, Acting Superintendent and Ms. Audrey Mathison, ASD School Board President, and thanked Jennifer Ortiz for having served as the School Board representative this past year.

Lori Smith, ASDF Bookkeeper, is departing. We are looking for a replacement.

Approval of December 1, 2022 Minutes (A)

M. Tjeltveit

Motion 1st Ralph 2nd Ibi **Conclusion: Approved unanimously**

Treasurer's Report (B)

I. Balog

Things are on track, with roughly 50% revenues and expenses, except for things that are at specific times like the Gala (in April).

Motion 1st Don Hinkle 2nd Erika **Conclusion: Approved unanimously**

Planning & Programming Item (C)

R. Todd

The Committee is looking at El Sistema Program at Raub Middle School; doing a study of the program's impact.

Harrison Morton MS came with a request for a trip to Hershey Park for a band festival for 70 students. \$93/student. They are looking for a total of \$6,572, but are doing other fundraising. We generally do not pay for field trips for students but we do support music through our EITC funds. This will be an opportunity for students to perform.

Motion to give \$1000 to HMMS for trip to "Music in the Parks" music festival at Hershey Park, in May.

Motion 1st Don H 2nd Ibi **Conclusion: Approved unanimously**

Governance Items (D)

R. Santiago

- **Board Member Nominations:** With Ellen Kern's resignation we have a current vacancy, but still have 19 Board members. Our bylaws call for no less than 9, no more than 30 on the Board.
Last year had a 3-week nominating period; vetted nominees with a Zoom interview. We are seeking to increase the diversity of the Board.
If people have nominations, please talk to Rashid.
- **Emeritus Board Members.** Last year was inaugural year. We now have 5. We don't have a set number to aim for. Rashid will send out information for nominations.
- **Officers:** Expectation that Vice President will become President. Tonya is ready to transition to President. Ibi (Treasurer) and Maria (Secretary) are willing to continue in their roles. Leaves us with VP vacancy.
- **Immediate Past President:** Executive Committee discussed creating an Immediate Past President position. Some other boards have this model. This would provide support for incoming President. Could be a non-voting position or voting position. It would only apply when the President's term ends at the same time as his/her Board term. After discussion, it was determined that the Governance Committee should give definition to the role and bring the issue back to Board in April.

Executive Director's Report

J. Ambrose

Mission Moment

Reading is Rewarding presentation of books to students; Ralph, Vicki, and Maria attended. National History Day at Trexler Middle School: presentations on "Frontiers in History: People, Places, Ideas," Collin Kaepernick, Women in the Military. Lot of different projects in different media. Website presentation on the Wright brothers. There were a lot of students who said how hard but good it was to work with friends and other classmates with web design.

DonorPerfect Training Vote

The Board passed an E-vote to have the staff receive DonorPerfect training. (Need 80% majority when do an E-vote.) Julie mentioned that the training will be very helpful with a new bookkeeper coming in.

EITC Update (E)

Quite a few grants. MidPenn Bank was new EITC. We have 2 that we hope will still come through. Always looking for new or increased grants so encouraged Board members to let her know if they are aware of any possible sources.

Gala Update (F)

- Sue Williams is helping with sponsorships.
- 170 sponsorship packages mailed.
- 652 invites mailed and others delivered by hand, 83 invitations were hand addressed and delivered to ASD administration.
- Email blast: 288 people opened email.
- Sue reached out to 88 individuals or companies about sponsorships.
- 8 completed company grant applications; 6 more in process.

- Have 1 Maestro and 2 Sopranos.
- Thanked Board members who have reached out to companies or have done own sponsorships.
- Ticket sales now available. Still seeking advertisers which helps a lot.
- Budget goal is \$122,000 in revenue (including Broadway Sponsors) with a net goal of \$81,800.
- Should be a great night. DMC Duo (With John Stevens' daughter) will be performing after student performances for dancing.
- Excitement building for the evening. Auction is gearing up.

Scholarships

Dick Button is reaching out to donors who funded past expendable scholarships. The Investment Committee looks at how endowed scholarship investments have done and decides on the draw. This has been a bad year for investments. Funds haven't grown and some even lost money. We can't use principal so it may be more challenging to give out scholarships. May be looking to boost general contributions to support scholarships. Have moved to a formula of a 3-year average for deciding draw.

Strategic Planning Update (G)

Strategic Planning Committee making great progress and is right on target on time-line.

Four priorities: 1. Fundraising Optimization; 2. Programmatic Quality and Innovation; 3 Operational Excellence; 4. Collaborative Support.

Looking for input from Board members to develop about 5 goals for each Priority Area.

The Committee invites comments for specific goals.

There will be a Strategic Planning Committee meeting this month.

Spring Residency Programs (H)

V. Newhard

Have Proposed Residency Programs for Spring Semester. Programs are done on a rotating basis, with 4 or more elementary schools each semester. Elementary Newcomer, Union Terrace, Muhlenberg, Jefferson and Central will participate this spring.

Animals on Stamps project: Partnering with Allentown Philatelic Association. (Using funds from a City Center grant for Central.) Open to all ASD student, with prizes and exhibit at Allentown Art Museum. Will work into our residency programs but will also be in schools where we do not have a current project. Will involve at least 580 students.

There was discussion about the importance of arts programs.

Erika requested that permission slips be in English and coherent Spanish. If a parent does not understand a permission slip, it disinclines them to have child participate.

WAHS Reunion Class Contacts

J. Petro

Joe is a William Allen alumnus and recognizes that many alumni do not know about the ASDF. He is working on promoting the ASDF to alumni through reunions, especially 25th reunions. Possibly promoting ASDF by having current students perform at reunions; getting alumni to know and contribute to ASDF.

Dieruff has better communications. Kay Kurtz manages the Dieruff Alumni webpage and realized that communication can't be done class by class by class. She has been running Allen's

website as well as Dieruff's, and is willing to work with anyone to train the Allen alumni for their website. On the homepage of each Alumni website there is a link to the High Notes Gala. D'nese's 35th reunion coming up and she can share any ideas we have to share.

Other items

Student Reps:

Dieruff: Davian said ASDF should be looking for Board members of Hispanic background.

William Allen: Julia said she appreciated hearing about National History Day.

Kenny said it is nice hearing about Harrison Morton Middle School music competition. Building 21: Michael said the 1st semester winding down. Seniors are completing a Sixth Street Shelter project, Equine Therapy and other projects. At Advocacy Day, students sharing learning about global Fair Trade and had a winning project on how unsafe and unfair dark chocolate is. Art students have a mentoring program with ArtsQuest. More students than ever are doing Science Fair. Flag Football team competing, looking for sponsors. In spring, will begin recruiting to middle schools.

Motion to Adjourn

D. Bosket

Motion 1st D'nese 2nd Rashid **Conclusion: Meeting adjourned at 9:34 a.m.**

A to H are attachments.

Upcoming Committee Meetings:

Gala – 2/10 @ 10:00 a.m. (The Americus Hotel)

Executive – 3/2 @ 8:00 a.m. (Zoom)

Strategic Planning, Investment, and Public Relations - TBD

Next Board Meeting:

Thursday, April 13 @ 8:00 a.m. (Zoom)

Being held 2nd Thursday of the month due to ASD Spring Break 4/6 through 4/10