

ASDF Board Meeting Minutes August 5, 2021, By Zoom

Present: Julie Ambrose (Executive Director), Vicki Newhard (Administrator), Dan Bosket (President), Angela Nolan (Vice President), Maria Tjeltveit (Secretary), Mike Bruckner, Ellen Kern, Jane Marks, Rashid Santiago, Tonya Harris, Don Hinkle, D’Nese Sokolowski, Erika M. Sutherland, and Nancy Wilt

Call to Order and Welcome

Meeting was called to order by Dan Bosket at: 8:03 AM

Combination of Planned Giving with Development Committee (A)

Dan Bosket

Last year there were two committees. Dr. Stevens was the only one on Planned Giving. No one signed up for Planned Giving so propose that the Planned Giving and Development committees be combined.

Motion: 1st Mike 2nd Nancy **Conclusion:** Approved

Administrative Services Policy (B)

Dan Bosket

Move to change the name “Overhead Rate Policy” to “Administrative Services Policy” more transparent (as we are not paying for lights, etc.). Better for grant writing.

Change “Administrative Services” rate from 10-20% to just 10%.

We have never charged 20% but listing it might give people concern.

Increase Conduit fees to 0-4% (from 0-2%)

Credit card company charges more than 2% so increase to 0-4% would cover credit card fees.

If we have extreme circumstance then could override by a board vote.

Motion: 1st Mike 2nd Don **Conclusion:** Approved

Approval of June 2 Minutes (C)

Maria Tjeltveit

Ericka requested that her name be listed as “Erika M. Sutherland”

Motion: 1st Mike 2nd Nancy **Conclusion:** Approved as amended.

ASD Update

Nancy Wilt

- Dr. Martinez resigned as Interim Superintendent for family health reasons.
- Ms. Jennifer Ramos has seamlessly taken on role of Acting Superintendent, making sure ready for opening of school.
- Passed the budget for 2021-2022. Looking at how to best use ESSERS funds.
- Acting Supt. Ramos and Dr. Brown are looking into. Health and Safety plan 5 days a week with masks required. [ASD Shares Health & Safety Plan for 2021-22 School Year - Allentown School District \(allentownsd.org\)](https://www.allentownsd.org/ASD-Shares-Health-Safety-Plan-for-2021-22-School-Year-Allentown-School-District) Plan will be on the website. There will be an online option.
- Union Terrace Elementary School (which had a fire) can’t entertain the idea of having the portables back before Dec. Looking for best way to have swing space for students. Trying to keep kids together as a unit 4 4th grade classes. Logistics and transportation are issues. Don suggested exploring the use of construction portables.

- Acting Supt. Ramos said that they are developing virtual campus. Have put out call for teachers who can thrive in that virtual environment. Very different for elementary students where they are with their teachers all day.
- Superintendent focusing on trying to create calming environment but also have small window to decide how to use ESSERS plan and how ongoing deficits will interact with these funds.
- Superintendent search: A committee of 6 School Board members has been meeting with HYA consultants every week. 47 applicants. Right now, HYA is vetting them. Next Monday will review paper applications of remaining applicants. First round of interviews Aug 21; have 6-8 candidates. On Aug 28 then interview 3 candidates and make a decision. Don't have the time to do the kind of search we did last time. Built the executive description leadership profile from the meetings that HYA had with teachers, admin, parents, students, community. Will probably not have a person until Dec because they would have to end their current position. Current board members will choose.

Erika raised issue of translations for the Safety Plan. Nancy will bring to their attention to have Spanish and Arabic translation

Executive Director's Report

Julie Ambrose

Mission Moment

We gave a grant to the RBI Baseball program. 5 of 15 students went on VIP team that went to a Jersey City tournament and came in 2nd! Planning a camp for kids who haven't played before.

Old Business

Business Cards

Business cards are available to pick up at the office. Julie showed design that includes a QR code.

Board Emeritus

Governance Com will discuss that soon

Summer Intern

We were approved to have a Summer Intern but had to look into insurance requirements. Only had one applicant and wanted to hire her but had to be 18 years old and this person is only 17. So, no summer intern but hope the person will apply next year.

Iron Pigs

Philling the Need Iron Pigs fundraiser is tonight. Using QR code so that people can learn about us.

New Business

Accounting Policies on Website

These policies were approved before but not posted, so we are posting on the website.

Grants Update

- Trexler Trust funds have arrived: \$4500 for Dieruff lighting. ASD has already done as much prep work as could be done. Hoping that things will be bought quickly to be ready for fall programming.
- June 2, submitted a grant to State Farm Insurance Neighborhood Assist for \$25,000. Tony Muir helped with the grant application. We will find out about August 9th if we are a finalist. If we are, then will have to have people vote for the proposal to win the money. Thanks to Rob Schmidt for giving us the information about the grant.

- June 9 application to Bill Sugra Memorial Fund. Have traditionally given \$5000 for TIG grant (Bill Sugra, son of a Muhlenberg teacher, was killed in 9/11. Money comes from a golf tournament.) Looks like this is last year of the Fund.
- July 8 grant to Baker Foundation for *I am on the Bookshelf*.
- July 13 grant to PPL grant application to support arts in the elementary schools and civic in middle schools. PPL give funding through EITC combined with Liberty Bell Museum.

Social Media Update

Email blast about *Philling the Need*. First Constant Contact email blast. Sent 1734 Open rate 46.2% (actually phenomenal; average is 19% and education is 36%) Click Rate 0.7%. This tells us that people on our email list are interested. One alum who lives far away asked how to donate. BASF shared our news on their social media. 7 unsubscribed and got 1 new subscriber (meant someone forwarded the email).

Union Terrace Fundraiser

Nancy gave update. Several people reached out to see what ASDF could do for UT and families affected. There is a Go Fund Me, set up by a teacher, trying to raise \$8000 (\$2000 per classroom). All of the items in the portables will be covered by insurance but that will take some time. Both the principal and Acting Supt. Ramos suggested that if people wanted to do something other than GFM, the best is Target, Staples or Amazon gift cards.

We do not usually promote other people's fund raisers. Want to know what the Board would like to do. (GFM charges 8% and \$.30 for every transaction. Might have been waived.) Our PayPal charges 2.75%.

Jane: It's a matter of showing support, more than the money. Foundation might offer moral support even if its small

After some discussion it was agreed that we would support UT by Targeting at least \$100 per teacher from ASDF directly. (Dan will give a gift card.)

Will explore if some TIG funds may be used.

Those teachers will be directly in the loop rather than going through the principal.

Donation to UT through ASDF will count toward the \$250 that Board members are to contribute to the ASDF.

Development Committee

Now Development and Planned Giving combined. Doesn't have a chair but would like to pull that committee together the last week of August.

At Board Retreat most people gave preferences for committees. If you didn't, please give info to Vicki.

High Notes Gala 2022

D'Nese Sokolowski

Have started planning for HN Gala. Hope to have in person gala in March. Most likely Symphony Hall. Have explored other options. 2 focus groups with teachers. Planning 2nd meeting with Julie and Vicki and people interested (Invitation to everyone!): August 17 at 2 pm at School District building. Planning to meet or exceed \$80,000 goal.

Administrator's Items

Vicki Newhard

Old Business

Commitment to Serve Form and Conflict of interest Annual Statement

Thanked everyone who filled out the forms. Encouraged others to do so (in packet from the retreat).

Student Art Usage

Ad hoc committee (Erika, Tonya, Rashid, Maria, Julie and Vicki) met and proposed:

- using students' full names on art that we sell. Vicki is checking with ASD to see if can use students' full names.
- Reviewing the form for parents to make sure it is clear.
- Looking at how students could be recognized with framed copy of their art and a certificate that might be able to be used for a portfolio. New Business

Fall Arts Programming (D)

Vicki working on this. Gave form D to Will Seng. The teachers excited to participate in Latin Dance Waiting for approval for elementary programs. Acting Supt. Ramos supportive of elementary programs.

Art in the Park

September 18 at West Park, 10-5. We will need to be there 9-6. We would need volunteers. We have traditionally participated. Children can help as volunteers. It's a fun day. Rain or shine.

Future Board Meeting Dates/Location (E)

Were supposed to meet in person for this meeting but went to Zoom

There was general agreement that the October board meeting should be by Zoom.

Scholarship Proposal

Dan Bosket

Dan proposed setting up a scholarship to honor Kurt Zwikil, a past president of ASDF and State legislator who has ALS. Possibly a scholarship for Track at Wm Allen High School. We would have to fundraise to make it happen. After general approval, in principle, it was agreed to turn this over to the Development Committee. Don will reach out to Kurt and his wife, Barb, to make sure they are OK with the idea of a scholarship.

Other Items

- Don said there was a well-attended Dieruff Alumni Fandango Annual reunion for multiple class years (those ending in 1 and 6)
- D'Nese said there is a funeral service on August 7 for a longtime Kindergarten teacher at Muhlenberg Elementary, Mrs. Helwig.
- Harrison Morton holding Open House on August 24. Anyone can attend but contact Principal McNulty first.
- ASD approval for new school, which will be built on American Parkway & Gordon St., where field hockey fields are.
- Maria said Middle School Transformation teams are continuing to work and developed plans for the new school year
- Dan asked if it is OK if we continue meetings on Zoom. There was general agreement.

Meeting Adjournment

Dan Bosket

Motion: 1st Don 2nd Mike **Conclusion:** Approved

Upcoming Committee Meetings: Governance – 8/16 @ 12:00 p.m.; Gala – 8/17 @ 2:00 p.m.; Executive – 9/2 @ 8:00 a.m.; Finance – 9/23 @ 4:00 p.m. (Tentative)

Next Board Meeting: 10/7 @ 8:00 a.m