



September 13, 2017 Meeting Minutes

West Chester Area Education Foundation

In attendance: Steve Brightbill, Rose Cappelli, Marc Ernest, Stacey Fuller, Robin Harkins, Debra Maccariella, Sam Martin, Laura Melfi, Jen Neill, Doug Pacitti, Mark Purcell, Vicki Reilly, John Scully, Susan Speaker, Drew Stanley, Ken Witmer

Not present: Deb Fell, Liz Golding, Dianne Herrin, Glenn Marshall, Rob Partridge, Deb Sahijwani, Jim Scanlon, Josh Winter

- A. Call to Order: Marc Ernest called the meeting to order at 7:35 a.m.
- B. Marc introduced Sam Martin, a HHS Junior, who will serve as the board's student representative for 2017-2018.
- C. Approval of Minutes: Ken Witmer and Steve Brightbill made a motion to approve the minutes from the June 21, 2017 meeting. The motion passed.
- D. Treasurer's Report: John Scully reviewed the Treasurer's report for the period ending August 31, 2017. The fund balance for this period is \$31, 035.35. The report will be filed for audit. Request to approve disbursements for July and August. Doug Pacitti and Vicki Reilly made a motion to approve. The motion passed.
- E. Youth Leadership Scholarships – This item was tabled until Jim Scanlon is in attendance.
- F. Strategic Plan Reports
 1. Goal A – Increase Community Visibility and Support.

The committee met and discussed holding a business owners' networking event at the new Spellman facility. February 21 is a possible date; looking into Franklin Mint to sponsor.
 2. Goal B - Increase Financial and Program Partnerships.

The committee set a goal of increasing EITC Funds to \$55,000. This goal could be linked to the business networking event where the EITC program would be explained. Many business owners are unaware of this opportunity. Deb Maccariella sent a request to Sun East Bank for a \$1000 recurring grant to target PFEW scholarships. John Scully suggested targeting PFEW in grant applications.

Steve Brightbill encouraged board members to suggest other possible businesses that might award grants. The committee also made suggestions for the annual breakfast. These suggestions include holding it at Spellman, making sure there is a “wow” presentation, and bringing in students who were in programs that received grants in the past (i.e. canoe project, pen project) to talk about the impact the project had on them. All board members are encouraged to attend the Holiday Auction on Dec. 13. Teacher appreciation notes will be moved from Valentine’s Day to Teacher Appreciation Week.

3. Goal C – Provide Financial Support for On-Campus Programs

The committee met and made some changes to the mini-grant application and rubric that would help in clarifying information. The flyer has been updated and sent out to the teaching staff. Scorers will meet on Nov. 28 to review scores and award grants.

4. Goal D – Maintain Effective and Efficient Foundation Board

Marc encouraged all board members to support the fundraising events. He also suggested that the current bylaws be reviewed for any needed updates.

G. Board Reorganization

- Marc reviewed the board terms for the current board.
- Two new appointees introduced themselves: Laura Melfi from First Priority Bank and Drew Stanley from the Franklin Mint Federal Credit Union. Motion to approve the appointments was made by John Scully and Deb Maccariella. The motion passed.
- Marc encouraged suggestions for filling two more board vacancies be sent to Jim Scanlon prior to our October meeting.

H. Social and Fine Art Auction

- Vicki Reilly reported that we are still looking for some community items for the auction. These should have a value of \$250 or more. The board will sponsor a basket of cheer. Contributions can be dropped off to Susan Speaker at Spellman.
- Each board member received a packet of ten tickets to sell.
- A banner announcing the event will be displayed in West Chester from Oct. 10-20.

Announcement:

Volunteers are needed for the TruMark Financial Reality Fair in Downingtown on Oct. 25. Please let Deb Sahijwani know if you are able to participate.

Mark Purcell and Robin Harkins made a motion to adjourn. The meeting adjourned at 8:50.