



Board of Education Meeting Minutes for November 19, 2024

Present – Ben Uhl, Fr. Schon, Fr. Friedrichsen, Dan Kriener, Nick Hegarty, Fr. Esquiliano, Joe Malsam, Fr. Pelzel, Jennifer Rose Bass, Rick Bertrand, Jacki Kelly, Rhonda Bridges

Absent – none

Staff present - Tom Betz, Kelsey Schomaker, John Flanery

- Dan Kriener called the meeting to order.
- Opening Prayer from Fr. Esquiliano
- Approval of October Board Meeting Minutes

Motion to approve by Fr. Friedrichsen, seconded by Nick Hegarty

All in favor – Aye

Opposed – none. Fr. Esquiliano abstained.

- Presentation by Tom Betz, VP for Advancement
 - o Introduced the advancement staff
 - o Gold Club – this year down a bit at \$145,000 – goal \$165,000
 - o “On the road” fund question from Joe Malsam. How do we address these needs?
 - o MLTF - \$132,000 currently – similar to last year at this time.
 - o Fr. Guenther Endowment - \$275,510
 - o Annual Fund – Goal \$210,000 – Raised to date - \$53,214
 - o Giving Tuesday replacing Big Give this year – Tuesday, December 3 – Venmo a new option.
 - o The Bargain Center - \$100,000 goal
 - o Alumni events – all school reunion summer of 2024
 - Kansas City, Minneapolis, Omaha completed
 - West Des Moines and Seattle – upcoming after the new year
 - o Legacy Gala and Campaign – update. Brochure mailing in two weeks.
 - o Heritage Society – success was so helpful to paying off the debt.
 - o Heelan Auction – Thursday, April 10 – chair couples are confirmed. Goal - \$550,000
 - o Staying connected: all school reunion, Crusader Connection, Heelan Highline, Weekly emails, website, social media, alumni events.

Board member question - Do we get donor fatigue? Do we consider one menu for the year?

Committee reports

Academics – Joe Malsam – no report. December 11 is the next meeting.

Catholic Identity – Jacki Kelly – see the minutes.

- Seeing a lot of Freshmen results and involvement. Hope that the middle school work over the last few years is yielding results.
- Committee goals for the year.

Enrollment & Marketing – Jennifer Rose-Bass

- See attached committee meeting minutes.
- Dennis Uniform shut their doors – abruptly.
- Tommy Hillfiger – good experience so far. Looking into further details for an exclusive contract.
- Expansion committee update – City land
 - o Nick, John and Jennifer met at the city with Bob Padmore and Marty Dougherty.
 - o City might not be looking to sell that land according to some voices.
 - o Trying to meet with two other council members in the near future.
 - o Encouraged to bring a drawing with a vision for the land.
- *Request for additional funding for marketing plan.
 - o Quote to review –
 - Tuition is more affordable now with the ESAs
 - \$40,000 – plan is being proposed.
 - Watched the proposed commercial.
 - Feedback – testimonial by a parent be considered for a commercial?
 - Maybe put the commercial on the website?
 - Questions
 - OTT – streaming services. Only pay for the impressions we receive.
 - What streaming services? Youtube, etc. Hulu – own platform
 - Targeting young families – 27-42 year olds. Not ethnicity. Zip codes in Iowa.
 - Broadcast TV – KTIV through youtube, direct TV, etc. – more.
 - Regional buy on KTIV – very expensive.
 - Social media boost – separate from this campaign. Our own Director of Communications and Marketing would handle that.
 - Videotape a shadow student who came to us.
 - Geo fencing? Not included here. Should we consider that? Or next year?
 - Consistency going forward year after year with funding and messaging.
 - KTIV – something to reconsider.
 - o Rick motions for the \$52,483 proposal. Stretches it out longer and more money into radio, iHEART, billboards and more OTT. 2nd on the motion – Ben Uhl.
 - Motion carries – all ayes. Jennifer abstained.

Finance – Nick Hegarty and Kelsey Schomaker

- Tuition receivables – see attached.
 - o Tuition receivables reduction - \$334,010
 - o Delinquent accounts - \$115,172
 - o Overall pleased with Blackbaud and their trail of contacts with families.
 - o Collection batch to Noll – 14 families at just over \$152,000.
- Parish receivables – see attached.
- Also financials and cash flow statements included in the packet.
 - o August through October – bus expense not included yet due to incorrect billing.
- Holy Cross – parish assessment for 25-26.
 - o Proposal from the parish is \$650,000 for the new year.
 - Some wanted to lower to a balanced budget. No formula.
 - This will not balance the Holy Cross budget.

- Cathedral – history of their assessment discussed. Still carry a balance from previous leadership. Are we being fair with all the parishes?
 - Further discussion needed. Lots of conversation about assessments, ESAs, etc.
 - Accepted the decrease from Holy Cross.
- ESA/tuition committee proposal – plan December vote
 - Presentation by Nick – 3 meetings of the committee.
 - 5-year projection was the goal.
 - Tuition and net out of pocket. Projecting growth of the ESA and tuition.
 - 2nd formula for out of state families.
 - Salaries are a focus.
 - Funding allocation structure.
 - Proposed Tuition Structure numbers – in the document.
 - In state and out of state proposal.
 - Creation of Funds – see handout for details.
 - Cap-ex
 - Replacement reserves
 - Expansion fund
 - Teacher endowment fund
 - Scholarship fund (tuition assistance?)
 - Grade school building expenses
 - Grade school building cap ex
 - Allocation percentages – in the handout.
 - Dig into the numbers on the spreadsheet.
 - 5-year projection
 - Tuition numbers
 - 3.25% projected tuition growth.
 - Reviewed projected budget for 5 years.
 - Concern over parish assessments.
 - Projected raises discussed.
 - 24-25 year – in the black.
 - Reviewed the 7 allocations and percentages.
 - Perception about these funds. Deep concerns were discussed.
- Personnel update – no person in the position or on the horizon for the finance position.
- Audit – anticipated December approval – Becky will join the board meeting next month.

Leadership & Governance – Ben Uhl – no report.

President's report

- Advancement – these items were discussed in Tom's presentation at the beginning of the meeting.
- Director of Communications and Marketing position search update – a new person has been hired. More information coming soon.
- ISASP scores – see attached. Further discussion at the December meeting if needed.
- Campus Strategic Planning Committee conversation. The board would like to schedule a longer period of time(s) for strategic planning. Jennifer has provided John with a possible moderator and John will reach out.
- *Christmas bonuses were discussed. BHCS Management requested an increase in Christmas bonuses beyond the budgeted amount. Financial impact was discussed.
 - Motioned by Nick Hegarty and seconded by Dan Kriener.
 - All in favor – Aye with 6 votes
 - Nay with 2 votes.
 - Motion carries

Other business

- Proposed new board member for an at large position and discussion – Brent Olson. Nick will reach out.
- No need to move to executive session as was in the agenda.

Move to adjourn at 7:27 from Nick Hegarty with a second from Fr. Esquiliano.

Fr. Friedrichsen closes with prayer.

Next Board meeting on Tuesday, December 17 at 5:00 p.m.