

Minutes of the Rochester Education Foundation - February 9, 2009

Meeting opened with President Mike McNicholas. Members present included Michelle Tjelmeland, Sue Tucker, Dr. Bertrand, Susan Pennington, Tim Rottinghaus, Brian Brewer, Paul Presney and Misty Hannah.

Minutes from the last meeting were voted on and approved.

Bev Chapman has resigned from the board.

Treasurer Brian Brewer went over the treasury report. Discussion was made about bringing in a CPA from Rochester since the fee for Eck, Shaffer, and Punke is so high. Paul said the fee was in line with the substantial amount of time involved. Mike suggested we make a line item with that fee for preparing the yearly report.

Event planning business:

We are not going to send out invites to all families in the district. We are going to get a professionally designed invitation/flyer and have color copies made at Star Graphics. Copies will be distributed all children at elementary and middle school buildings – Sue will do this. Event reminders will be put in the morning announcements and will be e-mailed to all parents in the district -- will give to Tom B to get this done. We will distribute the flyer to all teachers in the district -- Susan P. We plan to place an ad in the Rochester Times every other week starting Mid-March - Michelle. We will get the bank to run the event reminder on their electronic sign - Mike Mc. We will also be doing an e-mail blast to all parents in the district and will do robo calls using Schoolreach - Michelle and Tom B. Michelle will be creating a Facebook acct for REF and will posts notices and updates to the FB to let people know the status of things. Invites will direct people to the Web site to purchase tickets or by mailing a check to Michelle. BOD members will be responsible for selling at least 20 tickets to the event and keeping track of ticket sales and giving that info to Jen. All BOD will responsible for coming to the next meeting with at least 5 secured donations or sponsorships. Last year's list is attached. BOD members will use the list to go back and contact people they got donations from last year. Jen Ohara will contact other people on the list for additional donations and sponsorships. Jen, we need you to please contact BLDD with a personal letter asap. Mike is going to bank in the next week or so to try and get them to become the premiere sponsor again. Mike will confirm DJ services with Mike Greer. Michelle will contact Petals and Company about donating decor for the event. Susan will get 15 pairs of boots for the event and 10 pairs will be given to company responsible for the decorations to fill with flowers, etc. Some boots will be decorated by students and others will be used for the "Mystery Boot" game. Susan will also be getting some navy blue bandannas to use as decor. Michelle is sending a letter to the prison warden today about the playhouse stuff. Michelle got her graphic artist to donate the design of the flyer and will be working on getting that and the Ad for Rochester Times and will send proof when done for all BOD to review. Will also get a ticket designed to match the flyer.

Michelle will set up FB account later this week and link it with the foundation Web site. Michelle has updated REF Web site with this year's fundraiser info and set up all new sponsorship info, updated the shopping cart with all sponsorship info, new ticket sale prices.

<http://www.rochestereducationfoundation.org/fundraiser.html>

<http://www.rochestereducationfoundation.org/fundraisercatalog.html>

I changed the centerpiece sponsorship to **Attendee Giveaway Sponsor \$50** Your company's name will appear on a card in a table centerpiece at the event with the attendee give-a-way prizes -- I am hoping to get Petals and Company to donate decor -- then this attendee give-a-way sponsorship could offset the boot cozies we discussed giving away. Any web inquires will come to me. Michelle set up an email acct for rsvp questions, etc -- rsvp@rochestereducationfoundation.org -- those inquires will come to me and I will keep track of things. Our big raffle or silent auction items will a half of hog and half of cow and deep freezers.

Meeting adjourned.

Next meeting will be March 9th at 6pm

Respectfully Submitted,

Misty Hannah, Secretary