

Brownsburg Education Foundation Board Meeting Minutes
November 18, 2024
Bulldog Conference Room

Present: Tara Casey, Lindsey Catellier, Katie Dixon, Tarah Fettig, Kat Fenoglio, Beth Grant, Kevin Hall, Jamie Hall, Arthur Hamilton, Melanie Harris, Dr. Kat Jessup, Heather Jones, Alyssa Lumley, Melissa Middleton, Dale Sharpe, Alicia Smith, Dana Thomas, Mindy Bingaman, Donald Gadberry, Abby Hall, Emma Leary, Amy Lynch, Hillary Rogers, Shannon Walmoth

Absent: Angela Kreitzer, Judi Adams, Christen Hoepfner, Melissa Middleton, Nick Johnson, Leah Thompson

- I. Welcome and Check-In- Melanie Harris
 - a. Called to order at 6:01 p.m.
 - b. Check-In question: What is your favorite food that you look forward to for the holidays?
- II. Minutes and Financial Report
 - a. Minutes from September- Lindsey Catellier. Rene Behrend noted to add that Kat Fenoglio was present.
Motion to Approve with update to attendance: Tarah Fettig, Seconded: Jamie Hall, Motion passed unanimously.
 - b. Finance Report- Kevin Hall.
 - i. Question: Drive 4UR School check presentation was October (same week as Purse Bingo) and was more than \$7300 as it appears on the budget to actuals. Some of that is “up” in the Corporate Unrestricted (matching gifts from partners) and that affects how it is represented on the page.
 - c. Draft of 2025 Budget- Rene Behrend
 - i. Budget Timeline: Prior to Christmas, Board will receive 2025 Budget Draft to review for questions. eVote will come via email January 2025. Board will vote in-person at February 18, 2025 meeting to finalize budget for the year.
Opened up for discussion to look at areas to add to or take away from.
 1. Discussion occurred on potentially adding money to scholarships for teacher/paraprofessional scholarships. We do have a document that we would use to have them sign an agreement that, if we provide the financial support, they would agree to teach in BCSC for a certain amount of time.
 2. Essentials column- Can it be utilized for supplementing teacher supplies? Or a Care Closet (similar to what is at Harris) at a school?
*The Care Closet was funded through an Incredible Grant and discussion of how to support that in perpetuity has been taking place.
 3. Kaleidoscope- Software for scholarships has increased dramatically (now \$7000). We will now be using eForm Solutions (\$2500) based on recommendations from another education foundation. This will create a surplus in that row/category.

4. Hendricks ICON and CONNECT split- BEF split the money between two the 2 publications. Both agreed to pay quarterly throughout the year for advertising. CONNECT was a grant feature and advertising for events. ICON focused on highlighting a volunteer/sponsor each quarter. The two publications are similar, but requiring different levels of work to maintain the BEF feature and both expected different levels of in-kind donations for provided advertising.
 - a. Motion made to dissolve partnership with ICON- Kevin Hall, Seconded: Kat Fenoglio. Motion passed unanimously.

III. Reports (available for review prior to meeting)

- a. Apples for Excellence
- b. Alumni Hall of Fame
- c. Rally for Our Kids Gala- Tailgates and Tiaras (theme from 10 years ago). Do a “what to wear” social media series prior to the event? Pre-sale swag (tiaras, jeweled jerseys) will be available.
- d. Directors’ Reports- See emailed agenda for specific reports.
 - i. Development Director position will be posted after the holidays. Discussion of job description and title. Director may imply a different level of autonomy, other titles suggested: administrator, associate, coordinator, executor. Highlight time in office versus in community in posting. Include a “written” component to the interview/application process (i.e. make a sample post, advertisement for an upcoming event).

IV. Strategic Matters

- a. Review of Strategic Plan Progress- Kevin Hall
 - i. Program Scorecard- Very helpful! Suggestions: Look at how much spent per attendee versus how much made per attendee for the Gala (as it is the next event). For event/programming goals: Have them set by committee and then approved by the board.
- b. INAPEF Annual Conference
- c. Annual Board Checklist
- d. Highlight of community partnerships re: 2025 sponsorships- Are there any notices of gaps? No vet with being the Bulldogs. Follow-up with Mercury. Local storage facilities.

V. Evaluation Matters

- a. Continued discussion about board engagement- move to February meeting
- b. Discussion about addition of Governance Committee- move to February meeting
- c. Annual board giving- Year-end campaign letters are going out soon. We do have an anonymous donor who will be matching, up to \$10,000, with our year-end campaign. This will coincide with Giving Tuesday (December 3).

VI. Announcements

- a. Marketing Update- Rene Behrend
 - i. DECA- Given 4 proposed homepage templates. Sponsors must be on the top. Donate Now button needs to be larger. Template 1 seems to be

preferred. There will be a calendar that allows people to interact (links to pages for the events/sales/etc.)

- b. Thanksgiving cards to major donors and community partners
- c. Minted.com holiday cards- see the BEF website for details
- VII. Incomplete and New Discussion
- VIII. Current Sign-Ups
 - a. Help fulfill online Apples for Excellence orders- December 2, 3, 4, and 6
- IX. Future Meeting Dates
 - a. February 18, 2025 (3rd Tuesday) 6 pm
 - b. April 21, 2025, 6 pm
- X. Adjournment at 7:33 p.m.
 - a. Motion: Dana Thomas, Seconded: Dale Sharpe

Respectfully submitted,

Lindsey Catellier