

Brownsburg Education Foundation Board Meeting Minutes
September 16, 2024
Bulldog Conference Room

Present: Tara Casey, Lindsey Catellier, Tarah Fettig, Beth Grant, Jamie Hall, Arthur Hamilton, Christen Hoepfner, Melanie Harris, Dr. Kat Jessup, Heather Jones, Alyssa Lumley, Melissa Middleton, Dale Sharpe, Dana Thomas

Judi Adams, Mindy Bingaman, Don Gadberry, Abby Hall, Nick Johnson, Angela Kreitzer, Amy Lynch, Hillary Rogers, Leah Thompson

Rene Behrend, Teresa Fishback

Absent: Katie Dixon, Kevin Hall, Alicia Smith

- I. Welcome and Check-In-Christen Hoepfner
 - a. Called to order at 6:03 p.m.
 - b. Welcome to our building reps!
 - c. Check-In question: NFL or college football, favorite team
- II. Minutes and Financial Report
 - a. Minutes from August - No questions
Motion to Approve: Tarah Fettig, Seconded: Jamie Hall, passed unanimously
 - b. Finance Report
 - i. Drive 4 UR School not reflected as it just happened last week
 - ii. Review sponsors and levels to determine if there are connections to bring in a new sponsor or elevate an existing sponsor
 - c. Questions and discussion about finances or areas of concern- None
- III. Reports
 - a. Designer Purse Bingo- 100 tickets are left. Sold 430 last year and are at 400 now. A few volunteer spots left for board members (due to gaming regulations). Last sponsor table was sold last week! Ticket push will come but focus on was on Drive 4UR School and Mary & Martha event last week.
 - b. Drive 4 UR School- 364 people drove, 320 surveys completed, max out donations at 300 for a total of \$16,500
 - c. Directors' Reports- See emailed agenda for specific reports.
- IV. Strategic Matters
 - a. Review of Strategic Plan Progress- Looking at 2 key objectives
 - i. Action: Revise job description for Executive Director, Development Director, and Board Officers- Consensus is to have Rene prepare the job descriptions and share a draft at the November meeting to determine overlap, tasks, etc. Development Director was recently completed but should be reviewed compared to the Executive Director description.
 - ii. Action: Examine and assess recruitment strategies for desired board demographics- Rene is working on a card and bringing it to the February meeting for teachers to pass out to parents who may serve well on the board. Is there something we can pass out at Purse Bingo and/or Gala that

would allow us to connect with people who are attending our events and may want to be a part of BEF? We send a post-event survey, so can we add an interest piece to the survey? There is upcoming English Language Learner event that we could be present at to connect with families that would better allow us to represent the demographics of our school population. Prepare a QR code for Parent/Teacher Conference Night (October 9-10, 2024) that is personalized to show parents what BEF is doing at that individual school.

- b. Payroll Deduction Program-2025 Campaign- Giving employees an option on their form that the payroll deduction could go to scholarships (impacts student out in the world) or grants (impacts student and teacher in the classroom). Building reps spoke and liked the idea of having the option to pick one or both.

V. Evaluation Matters

- a. Director's agreement-board attendance at events- It is expected that Board members attend Purse Bingo and the Gala. If you cannot attend, please communicate that with Rene.
- b. Board and staff roles and responsibilities- review items from 8/19 that were not unanimous
 - i. Set organizational identity and direction- Board responsibility- We need to ensure that the strategic planning is aligned with our vision
 - ii. Recruit, appoint, and train board members- Board responsibility
 - 1. What do we think we are doing well with leadership and culture? This year we have mentors for new board members.
 - 2. What do we think we need to do to improve? Clarify the role of building reps and what role we want them to serve in. We can always do a better job of recruiting! Have others, besides Rene, who are ready and able to answer questions. Governance task force which would then become a governance committee (leads back to strategic planning) would be beneficial in supporting this area.
 - iii. Monitor and evaluate board engagement- Board responsibility
 - 1. How can we hold others and ourselves accountable? What does a level "10" on engagement look like? How do we measure that?
 - iv. Ensure policies and procedures are in place to guide all marketing efforts- Board responsibility – Leverage personal networks, serve as advocates, host gatherings, sponsor events, write testimonials for the organization's website, set an example

VI. Announcements

- a. Marketing Update
 - i. Proposed home page, impact page, about BEF page, contact up page from high school DECA students- Feedback- like the photos (add more photos on other pages), navigation looks more similar to what is on other websites, yellow buttons seem to be hidden in top black line of text. What does the mobile view look like? It will include sponsors links. Have them do a brand guide- already includes colors. Could it include a font?

- b. Update on utilizing Log Cabin Homestead for homeschool groups and other school districts- Rene is still working on what that will look like.
 - c. Bylaw update- This was voted on in last meeting. There were no follow-up questions.
- VII. Incomplete and New Discussion-
 - a. Circle back to engagement piece for November meeting. Is there a buddy system we could have (similar to mentor/mentee) that would support accountability for engagement.
 - b. Governance Committee- Revisit during November meeting
- VIII. Current Sign-Ups
 - a. Designer Purse Bingo- October 3, 2024, at 5:30 p.m.
 - b. Log Cabin Community Day- October 5, 2024, from 10:00 a.m. to 12:00 p.m. – There is a tin punch craft!
- IX. Adjournment at 7:18 p.m.
 - a. Motion: Melissa Middleton, Seconded: Beth Grant, Motion passed unanimously

Respectfully submitted,

Lindsey Catellier