

**DULUTH LEGACY ENDOWMENT FUND
PROJECT GROUP MEETING
Thursday, March 30, 2006 - 3:30 p.m.
Room 402 - Fourth Floor, City Hall**

MEMBERS PRESENT: Abbot Apter, Brad Beckman, Sandy Hoy, Ken Hogg, George Goldfarb, Melissa Kadlec, Dr. Robert E. Powless, Nancy Norr

EXCUSED ABSENT: Althea McBurrows, Greg Gilbert, Peter Sneve

STAFF PRESENT: Mayor Herb Bergson; Keith Hamre, Community Development Manager; Joyce Ellingsen, Community Development Information Technician

OTHERS PRESENT: Holly Sampson and Becky Byers Strand, Duluth-Superior Area Community Foundation

Members present introduced themselves.

Motion by Sandy Hoy, seconded by Brad Beckman, to approve the minutes of the Duluth Legacy Endowment Fund Project Group meeting of March 9, 2006. The motion was unanimously approved.

CONTINUED DISCUSSION OF CHANGES TO DULUTH LEGACY ENDOWMENT FUND AGREEMENT:

Ken Hogg said that he was not present for the discussion at the last meeting. He noted that there will not be money to give away for about a year and there will be time to revise the agreement and get it approved by Council before that time. Hogg said it is important to make all changes before bringing the agreement to the Council so it will have to be done only once. Mayor Bergson agreed.

DISCUSSION OF PREMIERE OF DOCUMENTARY:

Ken Hogg said there is lots of work to do to get the Legacy Endowment Fund going. He expressed that there is a need for all the people of Duluth to feel they have a part in it. The first job is to get the premiere done and the DVD released, which will indicate the Fund is functioning.

Sandy Hoy said Dennis Mitchell from the Omnimax is going to help. The premiere is scheduled there for April 25 for underwriters of the *Gateway to the World* documentary. They include: SMDC, Visit Duluth, Minnesota Power, St. Louis County, the City of Duluth and the Duluth-Superior Area Community Fund. Attendance will be by invitation only and 750 invitations will be sent. The DVD will be on sale that evening. There will be one showing, starting at 5:30. Hoy said she is trying to get \$2,000 to \$3,000 for costs, which will include invitations and money for hors d'oeuvres. There will be a cash bar. Dennis Mitchell will take care of staff. Melissa Kadlec will make some calls about possibly getting hors d'oeuvres donated.

STRATEGIES TO BROADEN OUR COMMUNITY SUPPORT:

Cindy Hayden of Lake Superior Magazine will get copies of the DVD into stores. The premiere party itself will not be marketed, only that the DVD will be in stores starting April 26. There will be commercials on TV, radio and in print media. There will be about 1,000 copies of the documentary available at the premiere. Lake Superior Magazine will take care of sales at the event and all retail distribution.

COMMITTEE DONOR CHALLENGE:

Becky Byers Strand said the Community Foundation received a challenge from an anonymous donor to match up to \$10,000 in pledges and future pledges and gifts received from the Project Group through July 4, 2006, including \$3,000 already received. There was discussion and a consensus by the Project Group that it is important that 100% of the Project Group contribute.

DISCUSSION OF ATTENDANCE OF COMMITTEE:

Ken Hogg said that once this is off the ground, the Project Group will not meet more than once a month and maybe only quarterly. He will be setting a regular time to be compatible with everybody's schedule.

The next meeting will be Tuesday, April 18, at 3:30 p.m. in Room 407, City Hall.
The meeting was adjourned at 4:40 p.m.