

**DULUTH LEGACY ENDOWMENT FUND  
PROJECT GROUP MEETING  
Tuesday, April 18, 2006 - 3:30 p.m.  
Room 402 - Fourth Floor, City Hall**

**MEMBERS PRESENT:** Ken Hogg, Dr. Robert E. Powless, Nancy Norr, George Goldfarb, Sandy Hoy, Abbot Apter

**EXCUSED ABSENT:** Melissa Kadlec, Brad Beckman, Althea McBurrows, Greg Gilbert, Peter Sneve

**STAFF PRESENT:** Mayor Herb Bergson; Keith Hamre, Community Development Manager

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

**CALL TO ORDER:**

The meeting was called to order at 3:40 p.m. by Chair Ken Hogg.

**APPROVE MINUTES OF MARCH 30, 2006, MEETING:**

**Motion by Abbot Apter, seconded by Nancy Norr, to approve the minutes of the Duluth Legacy Endowment Fund Project Group meeting of March 30, 2006, with a small revision. The motion was unanimously approved.**

**COMMITTEE DONOR CHALLENGE:**

Six of 11 Project Group members have contributed toward the donor challenge. Becky Byers Strand will check with the donor as to how soon the match would be available if corporate gifts can be included. Holly Sampson reported that these will be matched by the donor. Strand gave the Contributions Report noting that \$9,641.27 has been contributed to the Fund. The Temporary Fund has one contribution. Sampson distributed the quarterly financial report of March 31, 2006, which has a balance of \$7,653.24. There is a goal of 100% participation by the Project Group members. It was requested that pledge cards have a place to indicate % to Operating Fund.

**DISCUSSION OF PREMIERE OF DOCUMENTARY:**

There have been 155 RSVPs for the premiere next week. The Mayor requested a list of council attendees. There will be free parking for the event. The group is considering giving a free ride on the bridge with a city employee and this could be offered as a "silent auction" item at the premiere. A copy of the DVD was passed around for the committee to review. There are 200 in hand and 3,500 copies in production, which will be here by the weekend. Sampson noted that there is a news conference on April 25<sup>th</sup> at 2:00 p.m. and she invited Legacy Endowment Fund members to attend. She reviewed the draft premiere agenda with the members. She would like board members

to be greeters for the event and to be at the Omnimax by 4:15 p.m. next Tuesday.

**STRATEGIES TO BROADEN OUR COMMUNITY SUPPORT:**

Ken Hogg mentioned getting a list of community groups to approach with a presentation and show a “trailer” of the DVD. Abbot Apter mentioned doing something on “Neighborhood Night Out” in August. Mayor Bergson mentioned having tables at the Fourth Fest and at Grandma’s Marathon and the need to work with Cindy Hayden to sell the videos. Sandy Hoy mentioned wanting to get back to selling large blocks of DVDs.

Ken Hogg requested that sample marketing ideas and costs be collected for a future meeting.

**OPEN COMMENTS:**

Althea McBurrows is on a visiting professorship until the end of the academic term and will be available to participate when she is done.

The meeting was adjourned at 5:15 p.m. The next meeting will be in late May.