

DULUTH LEGACY ENDOWMENT FUND ADVISORY BOARD MEETING
Wednesday, July 16 – 7:30 a.m.
Conference Room 140, Minnesota Power
30 West Superior Street

MEMBERS PRESENT: Nancy Norr, Abbot Apter, Greg Gilbert, George Goldfarb, Rob Karwath, Dan Markham, Dr. Robert Powless

ABSENT: Jeff Anderson, Brian Graff, Melissa Kadlec,

STAFF PRESENT: Keith Hamre and Joyce Ellingsen, City Community Development

OTHERS PRESENT: Per Wickstrom, Development Committee Member, Becky Byers Strand, Duluth-Superior Area Community Foundation

CALL TO ORDER:

The meeting was called to order by Nancy Norr.

APPROVE MINUTES OF JUNE 24, 2008:

Motion by Dr. Powless, seconded by George Goldfarb, to approve the minutes of the June 24, 2008 meeting. The motion was unanimously approved.

CHAIR'S REPORT:

N. Norr said she did not really have anything to report.

CONTRIBUTIONS REPORT:

B. Strand distributed and reviewed the contributions report. She noted that, unofficially, there is a balance of \$57,532 in the Duluth Legacy Endowment Fund and \$13,372 in the DVD fund. She said there is currently \$4,359.46 toward the \$250,000 fund raising goal.

COMMITTEE REPORTS

Development Committee – D. Markham said the Development Committee did not have a meeting. The pre-application was sent to the Northland Foundation. Markham asked two other individuals for \$10,000 each; they are thinking about it. He stated that the Development Committee is still looking for 100% participation of committee members.

D. Markham is continuing to work on the mailing list. There was discussion regarding preparation of the mailing. D. Markham noted that a mail service could be used. SMDC will run a mail merge and create labels. B. Strand said once the list is finalized, it will be put in the Duluth Superior Area Community Foundation system. There was discussion about the contents of the mailing. The letter, brochure and return envelope will be sent. The outside envelope will have the return address of a board member.

N. Norr indicated a timeline is needed to have letters in the mail. There was consensus that Northland Foundation information and web site information should be included with the letter. Norr will contact Tom Renier at the Northland Foundation to find out when a decision will be made. G. Goldfarb said the web site should be up by the end of the week. Once letters are prepared, they will be circulated to members to add personal notes. Norr cited August 15 as a date to have addresses to D. Markham. P. Wickstrom's mailing will be sent separately, earlier, with an update when we get more information.

A. Apter noted that letters are not very effective in fund raising. They are good to introduce people to something new that is out there. B. Strand agreed, saying we will be lucky to get 1% response. She said what can increase payback is follow-up visits. Each person on the list will be paired with a solicitor before the mailing so they may make personal contacts. There was discussion regarding having Mayor Ness sign a letter. A. Apter will contact him. Charlie Bell will provide some names for the mailing.

A. Apter talked about getting materials for his class reunion. Norr asked him to get a list of all who attend. There was discussion about contacting other classes via their web sites or schools. R. Karwath will talk to Keith Dixon about possibilities. A. Apter suggested offering a donation to classes who provide materials to their members. B. Strand suggested asking if the Duluth Legacy Endowment Fund can put envelopes and brochures in their packets.

There was discussion regarding talking points for solicitation, including:

- Why this as opposed to other organizations?
- No other vehicle for City to accept grants.
- No way for people to leave contribution to the City.
- Parks and Rec is still able to do the work, but funding is not available; they need financial support.

Marketing Committee – B. Strand said Cindy Hayden called her and said sales of the DVD have not been what was expected this summer. Hayden asked if the Marketing Committee can do more as far as advertising. She will try to touch bases with M. Kadlec.

Grants Committee –

N. Norr gave some background information on Dave Kohlhaas, who attended the last meeting as an observer. She said she would entertain a motion to recommend Kohlhaas for Board membership, upon his acceptance.

Motion by Dan Markham, seconded by Rob Karwath, to invite Dave Kohlhaas to join the Duluth Legacy Endowment Fund Advisory Board. The motion was unanimously approved.

N. Norr noted that the seat being filled is Brad Beckman's seat. She will visit with Jeff Anderson about whether he will be able to continue on the Board.

The Duluth Superior Area Community Foundation is sending out an announcement today on the second round of grants. Applications are due August 1. Goldfarb will send the announcement to the City so Jeff Papas can make a press release on behalf of the City. K. Hamre said Community Development will send an announcement to their grantees.

NEXT MEETING:

The next meeting will be Wednesday, September 23, at noon at Minnesota Power. Grants and Development Committee chairs will set meetings in August.

ADJOURNMENT:

The meeting was adjourned at 8:50 a.m.