

DULUTH LEGACY ENDOWMENT FUND ADVISORY BOARD MEETING

Tuesday, June 16 – 7:30 a.m.

WestmorelandFlint

Duluth Technology Building, Suite 514

11 East Superior Street

MEMBERS PRESENT: Nancy Norr, Michael Cowles, Rob Karwath, Laura Sieger

ABSENT: Jeff Anderson, Greg Gilbert, George Goldfarb, Dan Markham, Melissa Kadlec, Dr. Robert Powless

STAFF PRESENT: Joyce Ellingsen, City Community Development Staff

CALL TO ORDER:

The meeting was not called to order due to lack of a quorum.

APPROVE MINUTES OF MAY 20, 2009:

The minutes were not approved due to lack of a quorum.

CHAIR'S REPORT:

N. Norr said she created thank you notes for use by members. She provided some to each person at the meeting as requested.

CONTRIBUTIONS REPORT:

N. Norr distributed the January 1-May 31, 2009 contributions report provided by Becky Byers Strand. It was briefly discussed. The report shows progress toward the \$250,000 goal is at \$82,865.42, or 33%.

COMMITTEE REPORTS

Marketing Committee – L. Sieger said the ad is now on buses. The TV ad has been shot, but it will not be shown until fall. Duluth Superior Magazine will donate space for a one-fourth page ad.

L. Sieger said M. Kadlec had other people working on marketing ad hoc. Everything has been donated except the printing of the bus boards. WestmorelandFlint is doing pretty much everything now for advertising.

The Duluth Superior Area Community Foundation (DSACF) has information about the Duluth Legacy Endowment Fund (DLEF) on their web site. There was some discussion. The DSACF will be asked to put a link on their site that will go directly to the DLEF web page. N Norr said G. Goldfarb talked about updating the Legacy Endowment Fund web page; WestmorelandFlint will work with him on this. There was discussion about giving credit to donors, possibly a list on the web site.

G. Goldfarb is going to contact Stewart Taylor about printing more brochures.

Development Committee – L. Sieger said she and G. Goldfarb met with Bob Mars. He made the following suggestions:

1. Play up match – more then we have in the past
2. Educate older people. They are not thinking about tomorrow.

There was discussion about using photos from Hartley Field and Lincoln Park, as well as testimonials of people who have been helped in promotional materials and on the web site because there is more emotional pull when people are involved.

There was also discussion about in-kind donations. N. Norr pointed out that the DSACF tracks in-kind gifts, but they do not count toward the amount of the fund. She said we need to get the dollar value of in-kind work/services.

N. Norr noted that the Development Committee meets on the first Tuesday of the month.

Grants Committee – No report at this time.

NEXT MEETING:

N. Norr mentioned the following:

- The board will not meet until September. She will ask B. B. Strand to send fund statements electronically.
- She will be meeting with folks from the City next week and would like to have Mayor Ness participate.
- The possibility of asking stores to ask their customers about donating of 1% of their purchases to DLEF.
- Having a fall retreat for the board and she asked people to be thinking about that.
- Taking a 30-day period to concentrate on recruiting people instead of trying to get money.

ADJOURNMENT:

The meeting was adjourned at 8:10 a.m.