

Minutes

February 21, 2014

Minutes of the Altona Community Foundation Board of Directors held on Friday, February 21, 2014 at 12:00 pm at Golden West Broadcasting boardroom.

Present were: president, Darrell Friesen; treasurer, John Teichroeb; Harv Kroeker; Perry Batchelor; Brenda Thiesen; and Steve Siemens.

Regrets: Byron Loeppky, Brad Derksen, and Carol Braun

1. Call to Order

President Darrell Friesen called the meeting to order at 12:00 p.m.

2. Review of the Agenda.

MOTION: Steve Siemens – moved – Harv Kroeker – seconded – THAT the agenda is approved as circulated.

CARRIED.

3. Review of Previous Minutes

MOTION: Steve Siemens – moved – Harv Kroeker –seconded - THAT the minutes of the meeting held January 17, 2014 are adopted as circulated.

CARRIED.

4. Financial

- No new financial update.
- Had to supply auditor with charitable donation #'s or Revenue Canada business #'s for grant recipients during our current audit period.
- John provided a reminder that if a second party organization is providing access to a charitable number, a letter documenting permission for this usage must be provided by the applicant. This letter must accompany the grant application form.
- John to pick up final draft from auditor.
- John reported the following outstanding grants from spring 2013: Gretna Arena, Miller Ball Diamond, Bergthal School, and YIP.

5. Asset Development Update

Perry reported on the Thursday, January 23 meeting of the Asset Development committee, minutes to follow, taken by Carol Braun.

Present: Perry Batchelor, Byron Loeppky, Carol Braun

- Target for ACF: \$1.25 Million
- Ongoing debate re raising Community Foundation Funds – BIG donors vs. “regular” wage earners. How do we best draw on the “donate-able” funds of both groups?

Options

- Payroll deductions – this could be a donation option for “regular” wage earners. What might be an effective way to get people interested in making this kind of ongoing donation to ACF?
- Discussed an invitation to a lunch (provided by ACF, either on site at work or at a restaurant) and then share information about ACF and ways to contribute, including donations through payroll deductions. Also a way to get the word out about ACF AND increase our donators (Friesen’s; Bunge; teachers; Blue Sky, Town of Altona, etc.)
- Estate planning – talk with Terry Wiebe about info. into the package he provides to people he serves
- Peter Cole – provide him with a package to provide to people writing their wills.
- Presentation at Altona Senior’s Centre.
- Presentation and/or information to church groups – i.e. the 55+ groups in ABC.
- Shoulder tapping – people currently or formerly on the ACF board talk with people who they know might be willing to support the ACF through estate planning. Develop a package of info. re ACF
- Radio ads – we advertise when for grant applications, but not for donations. Develop and purchase a series of radio, newspaper ads about how to donate to the ACF - payroll deductions; Access Credit Union;
- Specifically shoulder tap people who are the “face” of organizations who have benefited significantly from ACF to become donors – i.e. Richard Neufeld at Blue Sky.

Next steps:

- Meet with the PR subcommittee to talk about: information package for estate planning; updated promo video on “What does ACF do?”; individual visits to groups and “targeted” individuals; free lunch at town organizations to promote ACF and payroll deductions; advertising – include “asset building” info. in printed info; add radio advertising focused on asset development,

6. Publicity Update

May 8 is the Altona Chamber banquet

- The Altona Community Foundation will run the silent auction/raffle as in previous years.
- Ideas were to auction off artwork – something visual.
- Darrell to check with Elmer for any sport paraphernalia he would be willing to donate to auction.
- ACF will receive 10 minutes of podium time at the banquet.

7. Other Business

Altona Chamber of Commerce membership

- Brought to board’s attention that the Altona Community Foundation has never been an Altona Chamber of Commerce member. Yearly cost is \$51.

MOTION: Harv Kroeker – moved – John Teichroeb – seconded – THAT the Altona Community Foundation becomes Altona Chamber of Commerce members.

CARRIED.

Review of Board Terms

- Darrell Friesen completed his first three year term in 2013.
- First three year terms expiring in 2014 are: Byron Loeppky, John Teichroeb, Carol Braun, Perry Batchelor, and Steve Siemens.
- Harv Kroeker and Brad Derksen’s terms started in 2012.
- Brenda Thiesen’s term started end of 2013.

Youth in Philanthropy

- Carol had not spoken with Jonathon – no update at this time.
- Board felt we need some initiative from YIP to continue.

Curtis Klassen Memorial Fund Update

- Invite Curtis Klassen Memorial Fund, rep Eric Hildebrand to next board meeting and provide an update on this fund.

8. Meeting adjourned.

Next meeting date: Friday, March 28, 12 noon – Golden West boardroom.