



Minutes of the Altona Community Foundation Board of Directors meeting held on Wednesday, October 6, 2021 at 12:00 pm.

Present were: president, Loren Braul; vice-president, Keith Stoesz; Tracy Klassen; Ken Wiebe; Pat Friesen; Haydon Friesen; Cheryl Dueck. Regrets: Angus Klassen.

1. Call to Order
Loren Braul called the meeting to order at 12:06 p.m.
2. Review of the Agenda
MOTION: Pat Friesen - moved – Keith Stoesz – seconded - THAT the agenda is approved as presented.
CARRIED.
3. Review of Previous Minutes
MOTION: Ken Wiebe – moved – Tracy Klassen – seconded – THAT the minutes of the meeting held September 8, 2021 are adopted as circulated.
CARRIED.
4. New Board Members
 - The board welcomed Haydon Friesen and Cheryl Dueck to the meeting.
 - Still need to fill one more vacancy.
5. Conflict of Interest Policy
 - The board went through and updated our conflict of interest policy.
 - The new sub committees for 2021 – 2022 are: public relations – Loren and Keith; asset development – Angus, Ken and Pat; granting – Tracy, Haydon and Cheryl.
6. Financial
 - Angus is working on submitting year end to GTP.
 - No financial report was presented.
 - The Gardens on Tenth did not submit enough invoices for the total project cost of \$2,643 on their 2021 spring grant of \$2,200 for common area furniture.
MOTION: Keith Stoesz – moved – Ken Wiebe – seconded – THAT the Altona Community Foundation pro-rate the \$2,200 grant to The Gardens on Tenth to reflect the actual amount spent and approve a payment of \$1,826.
CARRIED.
7. YIP
 - No new report.
8. ACF Website
 - Homefield is asking to set up an on-board meeting; Keith will be the point person and coordinate.
9. 24 Hour Giving Challenge
 - LIFE in the Valley Magazine ran an ad last year for all the local foundation's promoting the upcoming Giving Challenge at no charge. This year they asked us to participate at a cost of \$99 per foundation. Loren and Keith approved our participation as the request was time sensitive.

- Jenn presented the attached Golden West proposal to the board prior to the meeting.
- MOTION: Keith Stoesz – moved – Tracy Klassen – seconded – THAT the board move ahead with the radio proposal from Golden West.**

CARRIED.

- Board decided again this year not to have a table in the mall to collect donations. Tracy to confirm with Access that cheque donations can be dropped off at the Altona branch during the Giving Challenge week.
- Jenn to email the list of 2020 Giving Challenge donors to board.

10. Granting Committee Report

- One grant application is in already.
- Radio spots are scheduled to start this week for the fall granting period. TOA is letting us use their leader board on PV online part of the month to promote the fall granting period. Posted ad on FB and the Chamber included in their October newsletter as well.

11. Public Relations Committee Report

- Send out news release for the fall granting period.

12. Asset Development Committee Report

- No new report.

13. New business

- No new business.

14. Next Meeting Date

- Tuesday, November 9 – 12 noon – Gold Room.

15. Adjournment.

THEREFORE BE IT RESOLVED THAT this meeting is now adjourned and the next meeting of the Altona Community Foundation will be held on Tuesday, November 9 at 12 noon.

CARRIED.

Loren Brul, president
Altona Community Foundation



ALTONA COMMUNITY FOUNDATION

Advertising Strategy



Prepared By

Tim Friesen

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September 2021

2020 Sample Creative

Sample 1

SFX: CLOCK TICKING QUICKLY

V1: There's ONLY 24 hours, and a LOT of giving to do!

V2: This Saturday, help the Altona Community Foundation achieve their goal. With every five-dollar donation, The Winnipeg Foundation AND the Province of Manitoba will EACH add ANOTHER dollar.

SFX: CROWD CHEERING

V1: Donate with Altona Community Foundation at the Altona Mall THIS Saturday from 9 A-M 'til 1 P-M.

V1: Stretching your donations one... wait, TWO dollars at a time.

SFX: STRETCHING CARTOON SOUND

V2: This Saturday, donate and watch your goodness GROW. Donate online at Endow Manitoba dot C-A.

Update

SFX: CLOCK TICKING QUICKLY

V1: There's ONLY 24 hours, and a LOT of giving to do!

V2: Help the Altona Community Foundation achieve their goal TODAY. With every five-dollar donation, The Winnipeg Foundation AND the Province of Manitoba will EACH add ANOTHER dollar.

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Radio Campaign Details

November 15th to November 21st, 2021

*Schedule Monday - Saturday, 2x per day @ station rate

*Schedule Monday - Saturday, 2x per day @ no charge
30 Second Commercial

Radio Station	Location	Rate per 30	# of cash 30's Per Station	# of N/C 30's per Station	Total Value 30's	Total Investment
Manitoba						
CFAM 950 AM	Altona	\$38.00	12	12	\$912.00	\$456.00*
CJEL 93.5 FM	Pembina Valley	\$38.00	12	12	\$912.00	\$456.00*
					\$1,824.00	\$912.00*

Total Cash Investment: \$912.00*

*Plus applicable Taxes