

MEETING MINUTES

MEETING START TIME: 7:30 a.m.
MEETING END TIME: 9:00 a.m.

PRESENT: Fran Formanek, Dr. Carl Miller, Katie Bakke, Mike Swinghamer, Mary Powell, Amy Hendrickson, Kari Kensingler, Adam Weissenberger, Jessi VanRyzin

The meeting was called to order at 7:30AM.

OLD BUSINESS

Meeting Dates & Times: Fran reviewed the current meeting dates and times as follows:

Board Session: 3rd Wednesday of the month, 7:30 to 9:00am at River Architects.

Equipment: 1st and 3rd Wednesday of the month 9:00 to 11:00am at River Architects

Fundraising: 2nd Tuesday of the month 12 Noon to 1:00pm at River Architects

Marketing & Volunteers: As needed

Granddad Food Tent Volunteers: Volunteers are needed for the Granddad Half Marathon Food Tent. Fran and Carl stated they have made quite a few contacts, so we should have this covered. We could raise \$5000 through this event.

Golf Fundraiser: Set for August 17th at Forest Hills.

- Cost of the course and carts is free -- donated by the City.
- The Viterbo Girls Golf team will assist with the event.
- Tavern League will provide teams, sponsor money, prizes.
- Still working on the Food Tent
- Potential to raise \$20,000 through this event.
- This could be an annual event to raise funding for maintenance of the park.
- Fran & Carl will work with Kerstin and the Tavern League to promote the event.

Gala: Set for Saturday, June 16th from 5:00 to 7:30 pm in the Waterfront North Banquet Room.

- Still trying to determine the cost – thinking it will be \$25/person \$50/couple
- Working on music
- Plan to invite over 100 people
- Need to locate a sponsor to cover the food.
- Name of sponsor should be on the invitation.

Note: Fran will set up a Marketing Group meeting to discuss the invitation and finalize details before printing invites.

Approval of Meeting Minutes: Last month's minutes were approved unanimously.

COMMITTEE REPORTS

Equipment Committee: Mike reviewed changes to the site plan layout.

- Reworked some of the zones to provide elements within each zone to counteract / balance the stimulation levels of each zone's main focus.
- Providing aerobic equipment along the main trail for adult fitness.
- Still looking at Respite Pods. They need to be a quiet, calming area.
- Moved Expression/Friendship swings into the Nature area.

- Looking at remodeling the existing building and adding plumbing for future restroom use.
- Fran stated that the DNR will consider decommissioning the three testing wells on May 1st.

Financial Report: Adam emailed the Financial Report to all members on April 17th. A copy is attached.

Fundraising Committee: Carl reported the following:

- Trying to contact one potential donor per day.
- Still waiting for snowbirds to return to the area.
- Still looking for in-kind donations
- First Supply is willing to donate plumbing fixtures.
- Wieser Brothers may be willing to donate Project Manager services.
- Looking to the Board Store for Doors & Window donations
- Mike suggested we follow through with a billboard on the park site. River Architects would be happy to supply a site-plan layout for the billboard.
- Amy asked about including information regarding the new tax laws in our presentation. The change in tax law has the potential of impacting donations.

Introduction:

Fran introduced Mary Rohrer. Mary is joining the team as an advisor / consultant for marketing & fundraising. Mary asked about our Marketing Plan and suggested that we make contact with local radio stations to set up a scheduled program every other week (Bob Schmidt, Mike Hayes, Brad Williams).

Marketing: Kerstin emailed the Marketing Report and a copy of the Gala invitation to all members. Copies are attached.

Grants: There was no report. Fran reminded the Board that we were turned down by Bremer but we will re-submit the application.

NEW BUSINESS:

Mayo Update: Katie stated that our request is going to the board at the end of the month. Hopefully we will have a commitment shortly thereafter.

Adding individuals/family members to our presentations: Katie spoke to the need of including individuals and family members with a connection to disability to our presentation. The goal would be to pull at the heartstrings of donors – not in the sense of pity, but as a means to educate the donors on how disabilities might impact a person's life

MOTION by Carl, seconded by Adam to incorporate individuals and family members with a connection to disability into our presentations. Passed unanimously.

Mary Rohrer suggested an autistic individual who is very comfortable speaking of autism and how it affects his life. Mary will try to make arrangements to include him in the Gala presentation.

Potential Donor Spreadsheet: There was some discussion on keeping the donor spreadsheet updated. This will be added to the next Fundraising Group meeting agenda.

Next meeting is May 16th @7:30am at River Architects.

Motion by Adam, seconded by Amy to adjourn. Passed unanimously. Meeting adjourned at 8:50 am.

Meeting notes by: Mary Powell