

EIE Board Meeting
October 7, 2008 | Hawthorn Market & Cafe, Ames

Present: Ober Anderson, Amy Asmus, Chris Fahey, Mary Foley, Don Goering, Sandy Scholl, Judy Hensley, Terry Janssen, Willy Klein, Judy Levings, Linda Naeve, Linda Nelson, Patty Steiner, Kristin Taylor

Chairperson Sandy Scholl called the meeting to order at 9:30 a.m.

Agenda

Sandy proposed adding two items to the agenda: updates on marketing and fundraising. In addition, she indicated Chris Fahey would join us after a morning meeting.

Linda Nelson moved to approve the agenda. Seconded by Judy Hensley.

Secretary's Report

Kristin Taylor shared a copy of the April 2008 board meeting minutes for members to review. Willy Klein moved to approve the minutes as distributed. Seconded by Linda Naeve.

Treasurer's Report

Don Goering gave a review of the 2007-2008 financial report. He reminded the board that there are 3 separate accounts (2 expendable and 1 endowed) and that the board cannot spend out of the endowed account.

FY 2007-2008

Income

- Pledges - \$1,066 – (down from \$2,000 goal)
- Silent Auction - \$1,622
- Endowed income - \$13,000

\$15,696 received for the year

Expenses

- Grants - \$25,613
- Other expenses - \$1,598

\$27,211 spent for the year

Cash balance as of 6/30/08 - \$25,812

Don noted that EIE spent out of the reserves last year by approximately \$12,000, indicating the situation was partially a reflection of the stock market and negative returns on the endowment.

FY 2008-2009

Pledges - \$1,180 – pledges so far (much attributed to the retirees letter)

Cash balance as of 8/31/08 - \$25,147

Kristin Taylor moved to approve the treasurer's report as presented. Seconded by Linda Naeve. Motion passed.

Two grants (awarded in April 2007) are no longer available for reimbursement because grant guidelines specify all funds must be spent within one year of grant award – those submitted by Alan Keninger and Alan Vandehaar. Sandy will follow up with Extension Finance to ensure they are not reimbursing grants that have expired.

Don observed that financial support of EIE by ISUE staff has dramatically decreased the past several years, but retiree donations are up in the 2008-2009 year.

The board had a discussion about what to do about future grant periods due to low fundraising and negative returns on investments. Ideas included cutting down on grant awards or scaling back or suspending the Herb Howell grant for 2009. Questions were raised about where proceeds from the Better Farm Accounting book are being deposited as there has not been a royalties deposit from the book since June 2006. Sandy will follow up to try to track down where money is being deposited.

Terry Janssen suggested EIE look at setting up a ques qu endowment so EIE could spend off the principal since we are not able to spend off the current \$349,000 endowed fund.

Board members expressed concern over the fact that EIE reserves have been tapped to cover the current 2008 Herb Howell award. Linda Naeve moved to suspend the Herb Howell grant in the year 2009 and re-evaluate offering it in 2010. Seconded by Ober Anderson. Motion passed Aye – 10 , Nay – 1.

Kristin will post notice of the Herb Howell suspension for 2009 on the Web site. Willy will draft an email message to send to all Extension staff indicating that the Herb Howell grant will be suspended due to negative market return on endowment, but name the other grant categories available.

Linda Nelson suggested that those that have received EIE grant funding and those that have contributed to the fund are recognized at area staff meetings. Linda Naeve will send an attachment to board members with those that have contributed items or purchased items for the Silent Auction so they can be recognized locally.

Marketing and Fundraising

Willy reported that the marketing committee has a fundraising email campaign targeted to staff ready to go. Sandy is pursuing getting a mechanism in place so staff can easily donate to Excellence in Extension on the Foundation's web site.

Judy Hensley asked if EIE could add something about donating to EIE when staff sign up/pay association dues at Annual Conference. Willy is developing a form to be included in conference materials.

Silent Auction

Linda reported on the "Taste of" theme for the auction. Currently, there are 42 items donated; \$1,300 value. Auction will run on October 23, 10am – 5pm. Linda requested help at 8 am to set it up. Judy Levings volunteered to help write follow up thank you notes to donors.

Grant Applications

EIE Board members reviewed all submitted grant applications:

Individual Staff Development

- Holly Bignall - funded at \$500
- Alan Vandehaar – funded at \$700
- Rich Wrage- not funded
- Denise Schwab – not funded

Innovative Program

- Marc Peterson – not funded
- Peggy Ann Martin – funded at \$2,500
- Mary Crooks – 2 kits and materials for activities/handouts – funded at \$1,100

Amy Asmus moved to accept \$4,800 in grant funding as outlined by the EIE Board. Seconded by Mary Foley. Motion passed.

As part of the grant discussion, the Board made a decision not to fund professional organization meeting attendance in the individual staff development category, but to focus on subject matter professional development due to the current financial situation.

ISU Foundation Presentation

Chris Fahey, in charge of fundraising for Extension at the ISU Foundation, joined the Board meeting. Chris's position focuses on how Extension meets the goal of Healthy Communities, Healthy Environments, and Healthy Economies. He commented that last year, endowments overall were down 3%; however, reassured the board that endowments are diversified for investment in the long term.

Chris suggested considering adding success stories and impact of EIE to the Web site about how grants have benefitted staff members and communities. Chris suggested adding a large "donate now" button to the EIE contribution web page as well. The Board is very willing to add donation options on the web site, provided instructions specific for donating to EIE are included on the donation page hosted by the ISU Foundation.

Chris inquired if EIE had done any strategic planning to set a vision to aspire to and encouraged the board to consider: 1) if categories still relevant and 2) if amounts still appropriate. He asked that the group look at how much they wanted to be able to award in order to plan several years out and set fundraising goals. The board requested an audit to help set goals and put fundraising plans in place. He suggested having 10 contacts per year with potential donors...not asking for funds each time, but also demonstrating impacts and success.

The board requested online donation, payroll deduction, and the pledge form on one web page with instructions to help donors discriminate between the EIE endowment and annual fund. In addition, they asked Chris for an indication on what kind of return to expect on the Herb Howell subset of the endowment. Chris will report back at the spring 2009 meeting on finances and fundraising.

Willy Klein suggested we set up a strategic planning meeting for the fall.

Grant Review Process

Board members reviewed how Herb Howell pre-proposal and grants are reviewed and suggested revisions to the grant criteria including:

- asking if the project was meeting a critical or emerging need for citizens
- adding "are there other funding sources?" to the criteria
- adding a budget narrative requirement to application

Sandy will revise the Herb Howell review score sheet to remove point values on the evaluation criteria guide and forward a copy to Board members for review.

Board members agreed to review the EIE grant application score sheet as part of the strategic planning session to be planned.

Upcoming Meetings

Sandy will send out proposed dates for a strategic planning session and the next Board meeting to be held after the March 15 grant deadline.

Judy Hensley moved to adjourn. Seconded by Ober Anderson. Meeting adjourned at 2:15 p.m.