

**Faithful Shepherd Catholic School and Tri-Parish Center
Board of Directors Meeting
Approved Minutes
March 1, 2011**

Board Members Present:

St. John Neumann

Fr. Charlie Lachowitz

Marge Gruenes

Susan Johnson

St. Thomas Becket

Tom Levandowski

Church of St. Peter

Fr. Joseph Gallatin

Dan O'Brien

Sheila Manahan

Other Attendees

Mr. John Boone, Executive Director

Ms. Terese Shimshock, Principal

Sue Riesgraf, Development Consultant (7:11-8:45pm)

Mark Lasswell, Septemberfest Committee (7:11-8:18pm)

Mark McGinty, Septemberfest Committee (7:11-8:18pm)

Jim Fink, Finance Committee (7:30-9:34pm)

Linda Kautzky, Recording Secretary

Description	Discussion	Action By
Invocation	The meeting began at 7:00pm.	Marge Gruenes
Adoption of Agenda	<p>Motion: Marge Gruenes made the motion to approve the March 1, 2011 agenda with the following change:</p> <p>MOVE: "V. New Business, a. Development Consultant Update (Guest: Sue Riesgraf)" to follow "V. New Business, b. Septemberfest Update (Guests: M. Lasswell and M. McGinty)".</p> <p>The motion was unanimously approved.</p>	Board
Approval of Minutes	<p>Motion: Susan Johnson made the motion to approve the February 1, 2011 minutes as written.</p> <p>The motion was unanimously approved.</p>	Board
Executive Director's Report/Scorecard		
	<ul style="list-style-type: none"> • Over 50 families, including several walk-in families, participated in Faithful Shepherd's Discovery Day. Families with several grades of students attended, not just families with Kindergarten and Middle School students. • 458 students, including 50 Kindergarten students, are fully registered to attend Faithful Shepherd in the 2011-12 school year. 	Mr. Boone
New Business		
Septemberfest Update	<p>Special guests Mark Lasswell and Mark McGinty provided the Board with an update on Septemberfest 2010.</p> <p>Overall, Septemberfest 2010 had a financial loss of \$6,692.00. This number includes Family Fun Night expenses of \$6,686.00 and profit of \$18,000.00. All Family Fun Night profits go to the FSCS Home & School Association.</p> <p>Mark Lasswell summarized how the Septemberfest process evolved at FSCS. Family Fun Night receives all infrastructure (tent, stage, sound system, etc.) without charge. Weather has a big impact on the success of Septemberfest. The acts impact the overall cost of Septemberfest, with local acts costing significantly less than national acts.</p> <p>The Board discussed sponsorship for the Septemberfest event, including the policy of having sponsorships in place prior to booking the act. Most sponsors over the years have been FSCS parent businesses. 90% of sponsors for Septemberfest are Friends of FSCS. Major corporate sponsors in Eagan and the greater Twin Cities area have not been contacted for potential sponsorship of this event. There are no sponsorship volunteers or staff in place for Septemberfest 2011.</p>	Dan O'Brien

<p style="text-align: center;">Septemberfest Update</p>	<p>The Board discussed three ways to move forward with Septemberfest 2011:</p> <ul style="list-style-type: none"> • Partner with a civic organization (City of Eagan, EAA, etc.). • Recruit a Septemberfest chair who can also work on sponsorships. • Hire someone on 5% commission to confirm sponsors. <p>Sue Riesgraf noted that FSCS does not yet have relationships with potential corporate sponsors. Sue is currently putting the infrastructure in place to build these corporate relationships. This relationship-building process can take 18-24 months. Sue commented that FSCS would likely be more successful for Septemberfest 2011 with parent volunteers making sponsor requests, rather than hiring someone to sign up corporate sponsors.</p> <p>The Board noted that Mark McGinty and the Septemberfest Committee proved through Septemberfest 2010 that the planning and execution of the event is successful with a volunteer staff. Mark McGinty is available to assist and train the Septemberfest 2011 chairperson.</p> <p>Mark McGinty and Fr. Charlie will bring a Septemberfest 2012 budget to the Board in the April board meeting. Sue Riesgraf will look into possible civic partners for the event.</p> <p>The Board thanked both Mark Lasswell and Mark McGinty for attending the meeting, and the Board gave a standing ovation to Mark McGinty for his hard work on this event over the past few years.</p>	<p style="text-align: center;">Dan O'Brien</p>
<p style="text-align: center;">Development Consultant Update</p>	<p>Special guest Sue Riesgraf presented the Development Consultant update to the Board.</p> <p>Faithful Shepherd's current development strategy is an acquisition strategy with a special-events focus, as opposed to a cultivation strategy. This acquisition strategy is an expensive model for fundraising.</p> <p>FSCS fundraising events are bunched together on the calendar. Sue proposes:</p> <ul style="list-style-type: none"> • Gala: calendar year Quarter 1 • Marathon: Quarter 2 • Golf: Quarter 2 (in partnership with the Church of St. Peter) • Septemberfest: Quarter 3 <p>These calendar changes would allow for an Annual Fund and Grandparent Outreach in the Fall. Sue advises that FSCS must institutionalize current events (create how-to manuals) and streamline the reporting and volunteer recruitment processes.</p> <p>Sue suggested the following for current FSCS events:</p> <ul style="list-style-type: none"> • Create a service-oriented theme for the Marathon in the Spring. This may lead to greater donation success for students. Also consider holding this event during the school day and ending this event with a community party, such as a BBQ. • Team up with St. Peter's Golf Tournament in May. This partnership will require less FSCS volunteers, build relationships with St. Peter's parishioners, and provide a more advantageous calendar date for this event (May). • Find a partner for Septemberfest. A partner for this event would allow FSCS to share the risk/reward, expand the volunteer base, and strengthen the case for sponsor support. <p>Sue has put the following Development procedures in place. All procedures are documented and stored in a manual for future use:</p> <ul style="list-style-type: none"> • Acknowledgement process • Gift processing procedure • Typing standards • Holiday and sympathy card processes • Development volunteer non-disclosure <p>Raiser's Edge software is now installed on Kelly Larson's computer. Kelly has completed in-depth training on this software. Mr. Boone and Ms. Shimshock will receive a product demonstration this week. All alumni data has been added into Raiser's Edge. The next step is to import additional data and build links in the software. This software should be supported and primarily used by school staff as opposed to event volunteers.</p> <p>Sue has created an alumni tracking postcard to capture alumni data. Sue will work with FSCS staff to bring back recent graduates to assist with Field Day. Alumni families were included in the Gala on-line auction and raffle. Sue is working on an alumni basketball tournament to be held in 2012.</p>	<p style="text-align: center;">Susan Johnson</p>

<p>Development Consultant Update</p>	<p>Sue is establishing consistent communications with grandparents in order to expand their opportunity to participate in the FSCS community. Sue is considering tools such as Wealth Engine to identify prospective donors. Sue is developing a list of companies that currently match gifts to FSCS. She is also establishing a process to ensure completion of matching gift paperwork and receipt of these gifts.</p> <p>The final Capital Campaign report will be included in the Annual Report and also provided to donors, FSCS families, and parishioners. The Capital Campaign wrap-up party is scheduled for Thursday, May 5th.</p> <p>The Development Committee had an initial meeting last week. Members discussed marketing, incubation of ideas, creating a “buzz”, and insight into the long-range plan/vision for the school. A committee charter will be created for the Development Committee.</p> <p>Sue has requested a list of short and long-term needs and wants from school administration. She will match donor interests with FSCS needs and will create a compelling case for donating to FSCS.</p>	<p>Susan Johnson</p>
<p>2011-12 Budget Presentation</p>	<p>Special guest Jim Fink reviewed the re-forecast 2010-11 budget with the Board.</p> <p>On re-forecasting the 2010-11 budget this week, Jim discovered a \$115,000.00 deficit. This deficit will come out of cash reserves. FSCS is primarily a fixed-cost operation. The variable in the budget is fundraising. Based on this deficit, FSCS needs to show it can operate on less fundraising. This is a key issue for successful refinancing.</p> <p>Jim noted that the financial statements are posted on the website under the Annual Report. The Board would like Finance to review this material prior to posting to the website.</p> <p>Dan O’Brien summarized that Jim Fink and John Boone will meet tomorrow to begin reviewing the numbers and determine what cuts are required. Marge will check the FSCS bylaws and minutes to confirm Board policy on cuts in this situation. Sheila Manahan will obtain monthly profit/loss reports and quarterly statements to present to the Board on a regular basis. Jim Fink will attend the April 5th Board meeting.</p>	<p>Sheila Manahan</p>
<p>Unfinished Business</p>		
<p>Committee Charters</p>	<p>Motion: Susan Johnson made the motion to table this discussion to the April Board meeting.</p> <p>The motion was unanimously approved.</p>	<p>Dan O’Brien</p>
<p>Executive Session</p>	<p>Occurred from 6:00 – 6:57pm</p>	<p>Board</p>
<p>Closing Prayer</p>	<p>The meeting adjourned at 9:34pm</p>	<p>Fr. Joseph Gallatin</p>

Next meeting April 5, 2011 at FSCS • 6:00 pm - dinner & executive session • 7:00 pm – meeting