

Hastings Catholic Education Foundation (HCEF)
Board of Directors Meeting Minutes – December 21, 2021

The meeting of the Board of Directors convened on Friday December 21, at 7:45 AM.

Members Present: President Leon Endres, Vice President Sarah Wise-Schwieger, Secretary Kay Caturia, Treasurer Doug Laumeyer, Shawndel Spader, Kari Kasel

Members Absent: Tim Sullivan, Nick Conzemius, Sheila Hedin, Eileen Perra, Father Dave Hennen

Ex Officio Members Present: Jerry Bambenek

Opening Prayer: Doug

Current Business

Review of Minutes

Doug made motion and Kari 2nd to approve November minutes. Motion carries.

Financials:

Jerry provided financials via email.

Motion is made by Kay and Kari 2nd to approve financials. Motion passed.

November balance was down but December balances were getting better. Asset allocation 24/76 and will be left as is. The accounts are still behind the benchmark. Discussion about comparing other companies that are using Catholic responsible investment to see how they are doing. Decided it was worth doing.

Spring Fling:

They will begin in earnest in January. Looking to do corporate sponsorship again this year. Likely not doing raffle since it is so close to Catholic Financial raffle. Sending raffle tickets through the mail is no longer permitted.

Year-end tax letters need to go out. Sarah will check on this.

Marketing committee updates:

Guidestar has been updated to Education and Catholic.

Eileen and Sarah met with Pam and Mariah to discuss approach to marketing going forward. Working on a google my business page to more easily find us through a search. We will be joining other Facebook groups. They asked if we would all like and share the posts on our own Facebook pages for more exposure. We will also use the E-News to highlight volunteer opportunities.

Pam is asking each of us for Bio's and photos to use for marketing.

Regarding possible newsletters, a sample from TLC of Hastings was brought in as a possible idea for a mailing type. Thought was we would do something like that twice a year and do all other through social media.

Alumni committee updates:

Other Business:

Tim had a request for \$1,600 to help a family with tuition assistance.

Motion made to approve up to \$2,000 to the school for tuition assistance by Doug and Sarah 2nd.
Motion carries.

One Hub is still not up and running. Had to hand "scrub" the list again for year-end fundraising letter. Letters went out last week. Next year we should have on our calendar to discuss beginning in October or so next year so it's not such a rush. Also looking at having Graphic Design do the mailing for us next year. Also discussed additional ways on letter to ask for donations next year, such as pledge for several years, willed gifts etc.

Kelly will keep track of who/how much is received from year-end fundraising letter. Discussed whether we should be sending tax letters out right away or wait until the end of the year. As of now Kelly prints them and gets them to Doug/Leon and they have added a handwritten thank you. We agreed to continue this practice for now.

Question raised as to whether we should get and indicia for mailings to lower cost. We cannot use the church or schools since we are our own 503C. If we do more than 1 mailing it might be beneficial. Pam will check into the cost.

The parish will be making financial decisions that will impact the school soon. Once we know exactly what those are we will need to discuss how to balance the needs of the school as well as our mission to grow the foundation funds.

We have chosen to drop the business give back idea off our agenda.

Scholarship committee met December 2, 2021 via zoom. Kay, Sarah, Eileen, Shawndel and Kari attended.

Parameters included:

Amount of scholarship is \$2,000.

Funds award for 2nd semester.

Students attended SEAS School for 5 years or more.

Student is an active participant of SEAS Church.

Student going on to any post-secondary schooling are eligible.

Student entering their first year of post-secondary education up to age 23.

Applications due March 1st and scholarship presented the end of April, possibly at Spring Fling.

Marketing through social media and E-news of school and Church.

Discussion to change amount of years attended to 3 year to include any student that comes for middle school as well as changing active participant of SEAS Church to the student's parish. We will also market to other churches in the area since they have students at SEAS as well. For this year we are keeping the recipient to SEAS and not surrounding Catholic schools.

Next meeting is scheduled January 18th at 7:45am at the church.

Kari made motion and Sarah 2nd to adjourn. Motion passed

Adjourned at 9:45 am

Signature of Secretary