

LOCATION: MRP Room, TSD Campus

DATE: Friday, November 21, 2014

PRESENT:

Amber Farrelly, President
William Huber, Secretary
Hal Caldcleugh, Investment Officer
John Blazier, Executive Committee
John Hodnett, Executive Committee
Danny Lacey, Executive Committee
Ada Tereshinsk, Executive Committee
Bobbi Beth Scoggins, Advisory Board
Nathan Schroeder, Advisory Board

Lisa Chabokrow, Board Member
Marilyn Galloway, Board Member
Kenna Miller, Advisory Board
Diana Poeppelmeyer, Advisory Board
Carol Richards, Executive Director
Lisa Dirks, Asst to Executive Director

WELCOME (Amber Farrelly)

Amber Farrelly welcomes TSD board to meeting/holiday breakfast and thanks everyone for the hard work on behalf of TSD.

MINUTES APPROVAL (Amber Farrelly)

Amber asked all members to review the minutes from the November 21, 2014 board meeting and to pay special attention to the amendment on Page 3 regarding Board members' \$500 annual commitment.

John Blazier apologized for suggesting at the November meeting that Board Member's annual gifts should be given with no restrictions. He explained that he was trying to alleviate Brad's workload, as he had understood that restricting donor gifts caused extra accounting work for Brad. After the November Board meeting, he learned that his suggestion had been upsetting to others Board members and he wanted to make it clear that was not his intention.

Ada Tereshinsk moved to accept the motion.

John Hodnett seconds the motion

All approve to minutes.

EXECUTIVE BOARD RECOMMENDATION

Danny Lacy explained that, rather than getting involved in hiring decisions, the executive committee recommends that the board make an additional \$15,000 available in the budget for salaries and allow Carol to determine her staffing needs. He goes on to verify that excess funds have been located in the budget.

Carol Richards explained that half of the \$15,000 was found in excess funds and the other half will come from fundraising.

Danny Lacey moved to approve making \$15,000 available for additional salaries over the next 9 months.

Bill Huber seconded the motion

Carol: Any Questions? All in favor? Motion approved

MINI-GRANTS

John Hodnett explained that he has been on the Mini-Grant committee for some time and there was an effort to streamline the process. As a result, this year there were 6 members on the committee and they made a few changes in order to avoid any possibility of bias in the decision-making process:

- They introduced a blind voting process, i.e. the committee members only knew the name of the grant, not the name of the teacher who submitted it.
- TSD staff members were no longer on the committee.

This year we funded 41 out of 65 proposals, for a total of \$27,500. Every year we hope to fund 10%, if not more, of the proposals. The website is a way of increasing the number of proposals that receive funding. He then asked Ada to discuss the new concept for making the remaining proposals available online for funding from the community.

Ada Tereshinsk explained that, thanks to CSD, 11 of the projects that were not funded by TSDF will have the opportunity for funding via the TSDF website. CSD has created a new section on the website, allowing the remaining projects the opportunity to be funded by the public. Giving the teachers ownership of the promotion of their project, they will each have until January 9 to put videos, photos, and/or descriptions of their project up on the website in order to inspire donors to give. Once the new section of the site goes live, they will then be able to promote their project directly to their friends and family, as well as the broader community.

Carol Richards explained that one of the teachers has been very proactive and wrote a grant to HEB with the hope of receiving funding for his project. She also added that the new mini-grant fundraising section will go live on TSDF's website in January.

YEAR-END APPEAL

Carol explained that we are in the midst of the final push for our year-end appeal. With Carroll Schubert's (of PCSI) generous \$25,000 matching grant and 2 other individuals offering \$5,000 matching grants as well, we have a total of \$35,000 in matching grants. Our goal is to bring in \$35,000, for a total of \$70,000. To date we have received about \$23,000, with \$12,000 remaining. We've been posting on Facebook and are mailing out a final reminder postcard this week. Please encourage your family and friends and, if you haven't already made your \$500 Board donation, this would be a great time to take care of that!

John Blazier asked Carol to send out an email to all board members on December 29, letting them know how close we are to reaching our goal of \$35,000.

John Hodnett asked where we were at this point last year?

Carol replied that she wasn't certain where we were at this point that last year, but she knows we received about \$3,000 in the last 3 days. Additionally, there were a few families who historically have made significant donations to the year-end and they haven't given yet. So, she thinks we are doing well and that we are very likely to meet

LOCATION: MRP Room, TSD Campus

DATE: Friday, November 21, 2014

our goal.

UPCOMING EVENTS

Carol detailed the upcoming events, including:

- **Board Meeting:** January 9
- **Cocktail Party:** February 12 (with a \$5,000 matching grant from the hosts Mark Seeger and Jeffrey Harper). Invitations to go out in January
- **Amplify Austin:** March 5 – 6. 24-hours of online giving. Our goal is \$15,000 to \$18,000, and we have received a \$5,000 matching grant from _____ Anderson. Kick-off party at Freddie's on South First on March 5, with live music, appetizers, iPads for easy donating
- **Diamond Gala:** May 1 at the Hilton. We have a casino theme this year, so it should be lots of fun!

AMPLIFY AUSTIN

Carol stated that Jeanne Marie will attend our January board meeting in order to discuss our strategy for Amplify Austin. She reminded everyone to bring their list of potential donors and anticipated amounts each person will give. We need this info in order to have a general idea of what our goal might be and to make certain we aren't reaching out to someone who donated to the year-end appeal. Jeanne Marie will go over how to make a direct ask.

Hal Caldcleugh talked about reaching out to the business community and said that Carol and her staff are working on creating a brochure so that board members will have something to hand out that describes TSD's mission and the programs we support at TSD. He emphasized that communication and listening is key. We have good stories to tell and potential donors and businesses do too. They could have very good ideas for future partnerships, etc. Keep your TSD business card and the soon-to-be brochure handy to give to your friends and business acquaintances. We need exposure in the business community!

Carol reminded everyone that their TSD business cards were on the side table.

TASK FORCE REPORTS

Strategic Planning

Claire Bugen's Report given by _____

(Carol you mentioned that you had a copy of Claire's report which you could use to add to this section . . . please do that!)

- **Robotics:**
Moving along slow and steady. Charger box to First Technical Challenge (FTC) Qualifying. 23 teams, Charger box. 5 matches. Not the final 12, but awarded because they were the only one with an arm device. Everyone else had an

escalator feature. A real opportunity to develop creative skills.

Diane Poepelmeyer pointed out that some of the other schools have a budget of up to \$50,000 for their robotics project. TSD has a budget of \$4,000. So, the competition depends on funding, as well as creativity and implementation.

- **Culinary Arts**
Met with Texas facility commission. Budget of \$494,000 (??????)

John Bazier stated he was in agreement if that's what Claire chooses to do.

- **Auto Collision + Repair**
TSD continues to look for an instructor. In the meantime, Mr. Toomey continues to volunteer weekly to teach the students.

Carol added that Jana Ward just donated a car for the students to work on. She went on to tell the Board to keep that in mind. Should they have an old car they wanted to donate, they can contact Carol and she will take care of the donation paperwork.

John Bazier said that we could partner with Crockett High School and ACC. They have a joint state-of-the-art, 30,000-square-foot facility. He went on to suggest that TSD work to think "out of the box" in order to find creative solutions. He also added that, if interpreters could be secured, he could place 4 to 5 students in jobs at a local car dealership.

Danny Lacey added that he believes there are 3 auto shops in town owned and operated by someone from the deaf community. If we could identify which auto shops, possibly we could place the students there and interpreters wouldn't be needed.

John Bazier asked Danny to head up that project, i.e. identify the auto shops, go by to introduce himself, talk about the Auto Collision + Repair program, and find out if they would be interested in employing TSD students.

Bobbie Beth Scoggins asked if TSD students enrolled in ACC classes would they be able to share the costs of interpreters?

John Bazier replied that he felt we would need to have numbers to make that work, i.e. at least 4-5 students would need to sign up before we could ask.

Carol announced that CSD was there to re-take photos of the board members. Unfortunately, those taken in October were lost. So, over the next few minutes, each board member would be called out into the hall to have their photo taken.

Community Awareness

Danny Lacey announced that the Community Awareness committee didn't have anything to report today, but they had a meeting scheduled for January 22.

Carol suggested that if it would be more convenient for those who are on staff at CSD,

LOCATION: MRP Room, TSD Campus

DATE: Friday, November 21, 2014

we could possibly move the January 22 Community Awareness meeting to CDS's offices. She also announced that the strategy around Amplify Austin will be the focus on the Community Awareness meeting in January.

Funding Initiatives

(Carol: I'm also hoping you can add to this . . . I couldn't really follow what was being talked about here!)

John Hodnett again brought up the need to engage the business community, mentioning the following businesses:

- Southside Flying Pizza
- Ellison Lazar (?)
- ??????????

Carol added that we have some other business partnerships in the works:

- **Amazon Smiles:**
Sign up and a percentage of all of your Amazon purchase will go to TSDF:
<https://tsdfoundation.org/community-partners/amazon-smile/>
- **Randall's Reward Card**
Previously, it had been arranged that, when using a Randall's Reward Card, a percentage of your purchases would be donated to TSDF. It doesn't seem to be working now, but Carol will work to have it reinstated in January.
- **P Terry's Day of Giving**
Carol is working to arrange for P Terry's Day of Giving to take place in 2015. On a specific day they will give 100% of all profits to TSDF.

FAMILY GIVING PROJECT

Marilyn Galloway announced that the families of 30+ students are in need of assistance in order to have a minimal Christmas, at best. Some of the families are struggling to be able to stay together. Several board members have adopted a family in order to provide for their entire Christmas. We are collecting cash and check donations. Checks should be made out to TSD. Please do what you can.

TSD GOVERNING BOARD

Amber Farrelly announced that she had made a presentation to the governing board a few days previously and that she would like for TSDF to set up a partnership with them, as well as the TSD Alumni Association.

ADJORN (Carol)

Carol reminded everyone that the next board meeting would be on January 9 and that everyone needed to stay for a few more minutes, so that we could take a group shot for the website.