

LOCATION: MRP Room, TSD Campus

DATE: Friday, January 16, 2015

PRESENT:

Jack Busenbark, Assistant Treasurer
Hal Caldcleugh, Investment Officer
Claire Bugen, Ex Officio
John Blazier, Executive Committee
John Hodnett, Executive Committee
Ada Tereshinski, Executive Committee
Keith Lanford, Advisory Board

Keena Miller, Advisory Board
Nathan Schroeder, Advisory Board
Jeanne Marie Ellis, Consultant
Carol Richards, Executive Director
Cindy Lee, Asst to Executive Director
Lisa Dirks, Asst to Executive Director

WELCOME (Carol Richards)

Carol Richards welcomes TSD board to meeting and thanks everyone for the hard work on behalf of TSD.

MINUTES APPROVAL (Carol Richards)

Carol asks all members to review the minutes from the December 15, 2014 board meeting.

John Blazier moves to accept.

John Hodnett seconds the motion.

Hal Caldcleugh seconds the motion.

All approve the minutes from the December 2014 board meeting.

Carol Richards points out that, due to a low level of attendance, there is not a quorum. She asks Board Members present to encourage their fellow board members to attend the meetings going forward so that business could get done.

GOALS REVIEW

Carol reviews TSD's goals as defined at the September 2014 Retreat and what's been accomplished to date:

- **Build a more reliable and substantial funding base through Corporate Partnership Program**
 - Committee is in the process of identifying TSD's 2015 initiatives
 - Once 2015 initiatives are identified, TSD staff will create a brochure that committee can use for recruiting potential sponsorship corporations in June/July
- **Initiate Friends of the Foundation Campaign**
 - All donors that give \$50 or more to become a "Friend of the Foundation"
 - These donors will receive a window sticker
 - Categories based on donation level

- Platinum \$5000 and above
 - Gold \$2500 - \$4999
 - Silver \$1000 - \$2499
 - Bronze \$500 - \$999
 - Copper \$50 - \$499
 - Each membership category has perks based on level donation, such as
 - Tickets to gala
 - Tickets to Cocktail party
 - Race entry fee paid to Spooky Skedaddle
 - Donations below \$500 will receive sticker, but not listed on website
- **Increase 2014-15 Fundraising goal from that of 2013-14**
 - Original 2014-15 fundraising goal = \$190,000
 - Spooky Skedaddle: \$22,000 (DONE)
 - Year-end Appeal: \$80,650 (DONE)
 - Cocktail Party: \$10,000 (Anticipated)
 - Amplify Austin: \$10,000 (Anticipated)
 - Diamond Gala: \$86,000 (Anticipated)
 - Potential Funds we will raise in 2014-15 = \$208,650
 - **John Blazier** suggests the goal be raised = \$225,000
 - **Jack Busenbark** offers applause for the great work done so far, particularly with the year end appeal!
 - **Improve community awareness**
 - Spooky Skedaddle has become an Austin deaf community event — 600 attendees
 - Kendra Scott Jewelry “Done in a Day” event — 70 guests
 - Amplify Austin – Aiming for wider reach, Kick off at Freddie’s Place
 - Social Media: Facebook and Twitter to be amped up in months ahead, starting with Amplify Austin. Will be in place by Spooky Skedaddle 2015
 - Community Awareness Task Force meeting next week
 - **Increased Efficiency**
 - CRM Database Management training in place. Carol, Cindy, and Lisa learning in order to phase out Amanda Ogden on day-to-day basis. Lisa will take that over, but Amanda will continue to help with complicated projects.
 - Website: CSD is training Lisa to update TSDF website.
 - Basecamp: Set up and in use for meeting notifications. Please pay attention to the emails you receive via Basecamp.

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TSDF MISSION STATEMENT

- Revision of TSDF mission statement is under consideration:
 - Reason:
 - To broaden it to include outreach to the entire state
 - To make it more our own
 - We will review the basic information today for discussion at a future meeting, when we have a quorum.
- A mission statement should have:
 - What we do
 - Who is served
 - Why we do it
- A mission statement should be:
 - Short (no more than 17-21 words)
 - Memorable
 - Inspiring
- Current Mission Statement:
 - *The Texas School for the Deaf Foundation funds and supports the activities for Texas School for the Deaf (TSD) whose mission is to ensure that deaf and hard of hearing students achieve personal excellence in an environment where they can learn, grow and belong.*
- Proposed wording:
 - *The mission of the Texas School for the Deaf Foundation is to ensure access to language, literacy, and communication for the deaf and hard-of-hearing children across Texas, thereby enriching their education and their lives.*

John Blazier: Suggests it include words such as “career- or college-ready,” “life-long learners,” and/or

Jeanne Marie: Or to “equip them to complete in a global world.”

Hal: Likes that the proposed wording includes “across Texas,” as this will help with outreach to D/FW, Houston, San Antonio, etc.

Claire: TSD’s mission is actually, *“To ensure that students excel in an environment where they learn, grow, and belong. We support deaf students, families, and professionals in Texas by providing resources through outreach services.”* I just want to make it clear that “outreach” is part of TSD’s mission.

Ada: Prefers the words “learn, grow and belong” over “language, literacy, and communication.”

Jack B. Suggests a key selling point is the word “self sufficiency.”

Carol: Proposes a new committee be formed to come up with proposed wording for a new mission statement and asks who wants to be on the committee and head it up. Members: John Blazier, Claire Bugen, Jack Busenbark, Hal Caldcleugh, and Ada Tereshinski.

Ada: offers to lead a fun, brainstorming activity at the February board meeting. The committee will then meet, using the ideas from the February board meeting to come up with proposed wording to present to the board at the March meeting.

Carol: confirms the brainstorming activity will take place at the February meeting

John Blazier: Does TSDF have a tagline?

Carol: "Language for All" is TSDF's current tagline as per the work done by Sicola Martin. However, no one understands what it means. So, if you want to keep it, it needs further clarification or we can come up with a new tagline.

Kenna: Suggests the Community Awareness task force could work to revise the tag line.

FINANCIAL UPDATE

Jack Busenbark: Growth as a result of the year-end appeal. Audit is almost complete, finances are in good shape, and accounting team is ready to write a check to TSD for \$15,000. The committee has agreed to meet on February 18 to finalize our decision.

Hal: Investments are holding steady.

- Endowment = \$619,000
- ECK = \$129,000

Claire Bugen: Is there a plan in place for a long-term goal of growing the endowment?

John Blazier: TSDF has the opportunity to invest in a software start-up — Quantum Enterprises — for a total cost of \$15,000. If TSDF's endowment puts up \$7,500, John Blazier will match it with an additional \$7,500.

Hal: With John's matching gift, TSDF's investment is a small percentage of the current endowment. There is definitely some risk, but a huge upside as well. The investment could bring a large return — as much as 9X, but we must go in with our eyes open.

The Investment Committee needs to review and then present a written recommendation (with analysis) to the board for a vote.

Carol: Hal please send me a report from the Investment committee and I will submit it to the board via email for review.

John Blazier: It needs to happen quickly, so we don't lose the opportunity

Carol: We have 7 votes so far.

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Ada: When people don't attend the required number of meetings, can their voting rights be put on hold?

Jeanne Marie: It would be more typical for those who aren't able to attend the required number of meetings to be invited to transfer to the advisory board. That would be a board decision.

John B: First of all, you need to give a proxy if you can't be here. Otherwise, for those who just can't come, we let them know that we treasure their participation and input, but if they can't attend regularly perhaps they should move to a separate entity, Friends of the Foundation.

Jeanne Marie: It hampers your ability to move forward on things when you don't have a quorum.

Carol: We could offer them the option of moving to the advisory board, which is already in place.

John Blazier: I sent out a resume/recommendation for new board member — Susanna Kaufmann. She is very well connected in the community. She wants to participate and has real potential to bring valuable new contacts to TSDF.

Jeanne Marie: I believe Amber appointed a Board Development Committee in the fall. Recommendations can be brought to that sub-committee. The potential board member is then quietly vetted and voted and then, if approved, recommended to the board for final approval. That would be the process.

Carol: The members of that committee are Hodnett, Blazier, and Busenbark

Ada: Makes a motion, on the recommendation of the Board Development Committee, to bring Susanna Kaufmann's appointment to the board for a vote.

Hal: Seconds the motion

Carol: Will send an e-mail about Susanna Kaufmann's appointment out to all board members for a vote, including a deadline for response.

Jeanne Marie: A note regarding process: When a committee brings a motion or a recommendation forward to the board it doesn't require a second because a committee made up of several board members.

2014 YEAR-END APPEAL

Carol: Thanks to all for your hard work, TSDF's 2014 year-end appeal was very successful! Especially John Blazier. He brought in several big donors with matching grants. Our original goal was \$50,000. However, with John's help, we got \$40,000 in matching grants. This brought our total to \$80,650.

- **Matches** = \$40,000
 - \$5000 Dr. Lob Exline
 - \$5000 Rangal Concrete
 - \$5000 Anonymous
 - \$25,000 PCSI
- **Donations** = \$40,650
- **Total Raised** + \$80,650.00

AMPLIFY AUSTIN

6:00 PM March 5 2015 – 6:00 PM March 6 2105

Plan for Amplify Austin Campaign

Jeanne Marie: Refresh your memory from our November meeting. Amplify Austin is a great entry opportunity for new donors, which can broaden everyone's awareness of TSDF. So, we should be engaging the deaf and hard-of-hearing community. It doesn't matter the amount of the donation. The goal is to encourage participation. It's more about "friend raising" than "fund raising."

Steps for our Relationship-based Approach:

- Contact **5-10 NEW people** you feel might donate towards our Amplify Austin campaign. (We don't want to create donor stress, so don't ask anyone who has given already, i.e. Year-end Appeal).
- Be intentional — ask for a **SPECIFIC amount**.
- Tell them we have a \$5000 **MATCH**, so their gift will be doubled!
- They can **set up their donation in advance** to process on Amplify Austin day. Encourage them to do this, so they don't have to worry about remember on the day of the campaign!
- Follow up with them . . . either by phone call or personalized note to remind them **AND** to thank them!
- Create your own donor page on the Amplify Austin website, where they can donate and we can easily track donations

Hal C: Requests a document/card to handout to potential donors, with instructions on how to give. Making it easier to reach out to people.

Claire Bugen: Student, parents and staff will give.

John Blazier: Let's set stretch goals, challenging each of those groups to bring in a collective gift of:

Students:	\$100
Faculty:	\$250

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Parents: \$500

Claire and Keena: Will take care of encouraging the students, staff, and parents to donate.

Ada: Since no one knows what Mini-grants are, can we use the wording: ***To support improved resources for teaching and learning for deaf and hard-of-hearing students ages 0 to 22 at Texas School for the Deaf.***

Kick-off Event

Date: March 5, from 5:30 to 8:30 pm

Location: Freddy's on South First

Activity: iPads will be set up for donation, appetizers, live music, also hoping to have TSD signing choir perform.

Carol: Lisa and Cindy are working with CSD to create slide show/video for the Amplify Austin campaign.

UPCOMING EVENTS

Cocktails at the Granger House and Perch

Date: Thursday, February 12, 2015, 6-9 pm

Location: Mark Seeger's home, The Granger

Presentations: Jay Farrell Architect and performance by soloist Bridget Skaggs

Appetizers: TSD Culinary Arts Students

Drinks: Tony Valadez

\$5000 Matching funds: Mark Seeger and Jeffery

Invitation mailed this week

Tickets available on TSDF website (\$75 each)

25 tickets have already sold and only 50 remain. Get your ticket ASAP

We are seeking sponsorships for the Cocktail Party. Let Carol know if you or your business would like to be a sponsor

John Blazier: suggests we provide designated drivers: John Blazier, Hal, John

Amplify Austin Kick off party

Thursday, March 5, 2015

Diamond Gala — Vegas Nights (Casino theme)

Friday, May 1, 2015

Dinner at the Hilton

Carol: We will have 10-12 themed “silent auction” baskets, i.e garden basket, wine basket, etc.

TASK FORCE REPORTS

Funding Initiatives:

Funding Initiatives Task Force met this morning and will bring a proposal to the board in a couple of months.

Community Awareness:

Community Awareness is meeting Wednesday, Jan 21 at CSD to discuss Amplify Austin.

Strategic Alliances:

Hal: Strategic Alliance Task Force is researching businesses and beginning to communicate with the business community. With the idea of long-term relationship building, we will train board members on how best to approach business.

Carol: Once the initiatives are finalized, TSDF staff will create a brochure.

Following further discussion, it’s determined that 2 brochures will be created: One targeted at businesses and a second overall, general brochure about TSDF.

John H: announces the 10th anniversary Austin Sertoma Pancake Breakfast is scheduled for Saturday, February 7

MEETING ADJORNED (Carol)