

TSDF meeting Friday, October 10, 2014

MPR Room, TSD campus

Present: Carol Richards, Amber Farrelly, John Blazier, John Hodnett, Brandi Rarus, Jack Busenbark, Bill Huber, Danny Lacey, Ada Tereshinski, Diana Velasquez, Bobbie Beth Scoggins, Hal Caldcleugh , Chris , Liza Chabokrow, Marilyn Galloway Mike Moody , Nathan Schroeder

Amber Farrelly: welcomed the TSDF board to the meeting

CSD had a photographer that took a group photo and individual head shots of the TSDF board members. Head shots

Minutes approval: Amber asked all members to read over the minutes from the August 10 meeting and Sept 19 board retreat . Bill Huber moved to accept the minutes from the August 10 meeting . Mike Moody seconded this motion. All in favor, minutes are approved.

John Hodnett moves to accept the minutes from the Sept 19 board retreat, Hal C. seconds the motion. All in favor, minutes are approved .

Budget 2014 – 2015:

Jack Busenbark presented the TSDF budget for 2014 – 2015

Jack went over the highlights of the proposed budget. There is a high expected revenue from the Diamond Gala. There is an increase in the Gala budget expense of \$6000 , as they are having 40 more guests and also having a casino for the entertainment. 2 New line items have been added, Amplify Austin campaign and Cocktail Party event

Jack - need a motion for the 2014 – 2015 budget year.

Jack moves that we accept the 2014 – 215 budget, Bill Huber seconds the motion. All in Favor, budget is approved for 2014 – 2015.

Social media presentation: – Jack Busenbark and Bill Huber presented on this

Face book and Twitter accounts

1. “Language for All – TSDFoundation” is our facebook page and twitter account name please sign up for facebook and twitter and like these pages

2. Face book – we want to use this to pass on video messages and gain awareness around the TSDFoundation and our events and projects
3. In addition to this events – Spooky Skedaddle coming up, we would like all of you to repost and tweet some of this
4. Face book share with your friends, it works
5. All of you please help support the Spooky Skedaddle on Oct 25 by sharing the info on your facebook and twitter accounts.
6. A big thankyou to CSD for creating a great video on the Spooky Skedaddle !! The video stars Jack, it is very important to get this video out

Basecamp

Basecamp.com

Demonstration was provided by Bill Huber on how to use basecamp. Bill will help with any training.

Spooky Skedaddle Update – Carol:

Saturday, October 25, 3:00 – 7:00 PM TSD Football Field

We are looking for a few more sponsors. We have around \$9400 in sponsorships at this time.

Mike Moody – announced that Craddock and Massey - \$200 sponsor

Jack Busenbark – announced that ZVRS - \$200 sponsor

Have 4 food trucks, have over 35 games and booths, have over 100 volunteers, have PTSO and TSD student organizations participating this year, and Deaf Women of Texas.

Will be great fun, please come out and enjoy the afternoon of fun food and runs and activities.

General Discussion Time:

Carol and Amber asked the board members:

What are your ideas on fundraising :

Do you want to do the direct ask that Jeanne Marie is planning for TSDF? Jeanne Marie needs feedback from the board what direction do we want to board

Marilyn Galloway and Hal Caldcleugh – both are going to host a dinner in Lakeway, reach out and give messages to people in a fun , good way

TSDF needs more volunteers, people that are passionate about what we are trying to accomplish,

Hal – we need to do some one on one reaching out, we have business cards now, have talking points, need to get a good selling program

Danny suggestion - planned giving – this has a lot of potential, look at in our investments we could use this as a great way to get some more large funds

Friends of the foundation:

Jack Busenbark – lets grow friends of the foundation concept

Very easy, how to recruit members on to this?

John Blazier – every student from TSD should be invited to become a member of the Friends of the Foundation . He suggests that we require \$10 to be a friend of the foundation

What recognition will the donor receive?

Name printed in newsletter and possibly some other benefits.

Brandi – Suggest that the friends of the foundation get their name on a brick, get your name on something,

John Blazier, board suggests that you take the money for friends of the foundation , that goes to the minigrants, this is how you sell this

Think construction wise building a wall or placing bricks is good idea, but a - plaque is another idea on how to recognize the friends of the foundation members. - how easy on to put on the website as friend of the foundation on the website.

The Friends of the Foundation names will be added to our data base, and we will use this program to spread community awareness

TSDF should invite them to participate in events.

TSDF needs some very good spokespersons to spread community awareness, these persons could be our recipients of our scholarships, each year, we can get a list of graduates, one good place is at the alumni office

Suggestions on spreading community awareness on the TSD Foundation:

Senior citizens centers – bring awareness to TSD alumni at their next meeting

Get a list, the South Austin senior citizens center on First Street .

Jack suggests that the Community Awareness committee should be responsible for going out to the community and attending some community meetings similar to Sertoma Club, which Amber and Carol attended last year.

This senior citizens group is meeting at Green Pastures on Dec 3. The community awareness community group, -task force sign up on Dec 3 for their meeting which will be held at Green Pastures Restaurant, Bobbie Beth offers to help out with this.

Carol will create a one page flyer on the minigrants, indicating that we have \$25000 to give out and we have more than \$47000 in requests. Include some of the area of the proposals on the one pager.

This one pager will be taken to the Dec 3 meeting so that the presenters, Bobbie Beth and possibly Jack will have something to hand out. This is for the senior citizens group where there are TSD alumni attending .

Chris Soukup and Jack Busenbark, the community awareness and strategic alliances task forces seem to have a potential overlap. Hal agrees to have a conversation with both the task forces to work on spreading the awareness in the best way.

Homecoming Booth TSDF booth at homecoming

Hal suggests that the TSDF have a booth at TSD homecoming this year. Jack agrees that TSDF have a booth at the TSD homecoming celebration.

Bobbie Beth Scoggins and Carol will make this happen, secure the boothspace.

Carol will sign us up for booth space and provide TSDF literature and game for the booth as well as signage for the booth for TSDF.

Carol asks for TSDF board members to help with the booth.

Jack and the community awareness task force agree to help with this booth.

Amber adjourns the meeting at 9:15 AM