

**MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS
OF THE SPECIAL LEISURE SERVICES FOUNDATION
HELD VIA ZOOM ON PROVIDED LINK
ON THE 17th OF MAY, 2022**

Trustee Crook called the meeting to order at 3:31 p.m.

Those present were Linda Ballantine, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Kathy Nowicki, Terri Oates, Tom Perkins, Rafal Piontkowski, Kevin Romejko, Dave Speers.

Absent: Carl Arthur, Thomas Campone, Amy Charlesworth, Dennis Hanson, Jay Morgan, Ryan Risinger and Jonathan Salk.

Also present were - Tracey Crawford, President; Anne Kiwala, Superintendent of Development; Rachel Hubsch and Andrea Griffin, Superintendents of Recreation; Tom Draper, Superintendent of Communications and Marketing; Kyle Nichol and Bob Tannehill, Finance Department; Liz Thomas, Foundation Manager; Megan O'Brien, Events Coordinator; Jessica Tanski – Collab Coordinator; Lexi Brandlin, Nyterrius Williams, Interns and Jessica Vasalos, Administrative Manager, as recording secretary.

Introduction of Guests

Superintendent Griffin introduced Jessica Tanski, Collab Coordinator and Superintendent Hubsch introduced all the Interns. President Crawford introduced Kyle Nichol and Bob Tannehill the new Finance Team for SLSF. Chairman Crook read the 5-year recognition letter to Megan O'Brien.

Approval of Agenda for May 17, 2022

Chairman Crook asked for a motion to approve the agenda as presented. Trustee Romejko moved and Trustee Oates seconded the motion. Upon voice vote, the motion carried.

Approval of Minutes for January 25, 2022

Chairman Crook called for a motion to approve the minutes for the January 25, 2022, meeting as presented. Trustee Fahnstrom moved the motion and Trustee Speers seconded the motion. Upon roll being called, the vote was as follows:

AYE: Linda Ballantine, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Kathy Nowicki, Terri Oates, Tom Perkins, Rafal Piontkowski, Kevin Romejko, Dave Speers

NAY: None

The motion carried.

Correspondence

President Crawford read a thank you letter from Christina Ferraro with Prospect Heights Park District.

SLSF Reports

Superintendent Kiwala reported fundraising had brought in just over \$51,000. This accounted for the Gold Medal Fashion show revenue and any income from golf outing sponsorships and registration. The 2nd quarter will see a marked increase in fundraising with the golf outings. She also reported that after the success of last year's virtual fundraisers like the Popcorn Fundraiser – which brought in \$4,000 with no expenses, we planned to hold more of these campaigns throughout the year to help supplement fundraising dollars. However, we are finding that these campaigns are not as successful. For example, the Flower Power Fundraiser this year brought in \$574, while last year it brought in \$1,574. After speaking with some donors, it seems like the fundraisers are exhausting the donor pool. To combat this, the remainder of the virtual campaigns this year will market to specific target audiences, and we will try to avoid overlap as much as possible. For next year we will likely reduce the number of virtual fundraisers, as we anticipate being able to focus efforts more on in person events to generate additional revenue. We also held a first-time virtual fundraiser – Brackets for Ability, which was a March Madness bracket competition. The idea was brought to the SLSF Team by board member Anthony Gattuso after he'd seen success with similar fundraisers. This year it brought in \$330 after paying out the winners. Next year, the goal is to have board members help champion this fundraiser with the challenge to bringing in 2-3 people in your own circles who could participate. And for next year, Anthony has generously offered to donate the cost of the seated event ticket first place prize. Thank you, Anthony! And to maximize on this year's event, we'd like to issue a challenge to the board to match the dollars raised – that's \$330 split between the board. So, if each member gave between \$20-\$25 we would be able to hit that goal. Trustee Gattuso spoke about the reception next year with more preparation time. He asked the Board to support the match and contribute this year and next year. Chairman Crook pledged to match the entire \$330 this year. Trustee's Speers, Oates and Ballantine all agreed to match the donation and Superintendent Kiwala will send a link to all Board Members for the match of donation.

Events

Megan O'Brien, Events Coordinator, recapped the results of the Gold Medal Fashion Show. She highlighted the differences between 2021 and 2022, reminding the Board that attendance for the GMFS was virtual by half the normal attendance numbers. T & M Golf Outing did not happen in 2021. Costs are continuing to rise which is reflected in the quarterly report. The Gala will be held November 4, so mark your calendars.

Sponsorships

Manager Thomas reviewed the sponsorships for all the events. Looking for sponsorships in Palatine. This year we have secured just under 30% of our budgeted sponsorship amount. So far, we have only hosted one of the golf outings, so most of the golf outing sponsorship is still expected to come in. The Bridges of Poplar Creek golf outing, being new this year came in under budget by \$1400. Hole Sponsor Deals, which are now closed brought in \$1450 over budget so that makes up for the deficit. The two areas to focus on are the Top Golf Outing, which is in July – we are lower in sponsorship right now than we typically see for a golf outing, which could be due to it being a new outing this year. We are working with marketing to promote sponsorship opportunities for this event. We do not yet have a confirmed date for the T&M Golf Outing, though that is typically decided later in the season, so that is not unusual. Should that event not run this year, that would be a hit to the sponsorship budget.

Grants

Superintendent Kiwala reported that we have just over \$25,000 approved in grant funding, with around another \$30,000 pending. We are continuing to submit to our regular grantors throughout the year, but in addition we are expanding our reach to some Chicago based foundations to establish new grantor relationships – these are all foundations with a history of supporting disability services or similar human interest initiatives. Over the next month, we will be reaching out to three foundations with letters of inquiry for \$50,000 total. After the time this report was submitted, SLSF also received a generous grant for \$50,000 from the Friends of Hoffman Estates Park Foundation for the Vogeley House.

Goals

Superintendent Kiwala informed the Board that the Goals update can be found in the Board Packet. However, she highlighted that the team has been strengthening the foundation's recognition in the Hoffman Estates Community. During the first quarter SLSF attended five Chamber events. The team has also been compiling a list of larger corporations within the service area, some of which will be pursued for grants and others for volunteering to fostering engagement and growing our donor database. The team has also completed marketing plan templates for all events and redesigned event marketing materials. They are focusing on including impact stories in post event marketing so donors can see the effect of their giving. The marketing team has also been collecting photos and videos of programs to capture how donations are making an impact to include in future marketing. We are reviewing the SLSF director's site and ambassador materials to update with the goal of getting those out by the end of this year or for the January meeting. We are also revising the board update email outline and schedule once that is implemented those will be going out monthly. We crafted a personal appeal/story telling approach for the Spring Appeal which went out in early May. After reviewing past year's targeting, we went with a broader approach and switched from mostly mail to email to save on postage cost. The team has also been

expanding the donor database through chamber networking events and researched national donors through larger search engines to strategize for potential involvement.

1st Quarter Financial Report

Superintendent Kiwala reported that the finances are based on revised budget numbers which the finance team from Lauterbach and Amen will speak to in the Old Business section of the meeting. Revenue is below budget for the first quarter – just based on percentages, if you consider that most of our fundraisers occur after the first quarter. Unrestricted fundraising will continue to look low in the second quarter, since both events occurring in the second quarter are restricted events, we will see unrestricted fundraising rise in the third quarter. For expenses, we are under budget on postage due to switching much of our marketing to email. Professional memberships are heavier in the first quarter due to many professional membership fees being due in the first quarter. Restricted fundraising expenses are 0 due to there being no restricted fundraisers in the first quarter. No grants to NWSRA have been funded – the first of three payments will be made this month. The expenses for the Vogelei House project are on target – majority of this funding has come from 2021 revenue restricted to the project, as well as funds from the Restricted Reserve Funds and Investments. In the second quarter, 2022 revenue and grant funds will be applied toward the remainder of project expenses. Mr. Tannehill reported that the staff have been extremely helpful in getting our team up to speed, expenses are showing high and bringing down the revenue but that is due to the revenue being reflected in 2021.

Marketing and Public Relations

Superintendent Draper reported that marketing efforts are under way to support SLSF events. The team focused on the Gold Medal Fashion Show making videos and interviewing the participants. The digital marketing pages have been developed and are on the website. This has increased web traffic by about 35%. His team is also working hard on the projects that Superintendent Kiwala highlighted in her report.

NWSRA Program Report

Superintendent Griffin reported on the importance of relationships with our member districts and our Boards. She reported on a participant that was struggling in the after-school programs.

Review of Financial Statements

The finance team Mr. Nichols and Mr. Tannehill reviewed the financial status of the Foundation and reviewed all the reports included in the packet. They also informed the Board that Benjamin F. Edwards reported the following: no recommendations or changes to the portfolio, asking the Board to hang tight and believe the rest of the year will stabilize. There are also bonds maturing and will be ready to send cash that is earmarked for the Vogelei House. The financials show that things are on an upswing from the Pandemic years. Mr. Tannehill explained the Balance Sheets and the Budget vs. Actual reports and thanked staff for their input on these reports.

Approval of February Warrant

Chairman Crook called for a motion to approve the February Warrant for \$6,358.08. Trustee Fahnstrom made the motion and Trustee Oates seconded the motion. Upon roll being called, the vote was as follows:

AYE: Linda Ballantine, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Kathy Nowicki, Terri Oates, Tom Perkins, Rafal Piontkowski, Kevin Romejko, Dave Speers

NAY: None

The motion carried.

Approval of March Warrant

Chairman Crook called for a motion to approve the March Warrant, in the amount of, \$187,176.99. Trustee Ballantine made the motion and Trustee Romejko seconded the motion. Upon roll being called, the vote was as follows:

AYE: Linda Ballantine, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Kathy Nowicki, Terri Oates, Tom Perkins, Rafal Piontkowski, Kevin Romejko, Dave Speers

NAY: None

The motion carried.

Old Business

Budget Adjustment

Mr. Nichol and Mr. Tannehill reviewed the budget and released that the income received in 2021 was not reported correctly for Vogelei house as money has not gone out. Account 46350 was adjusted to \$650,000 and was able to lower the NWSRA ask amount due to finding some money in the NWSRA budget.

New Business

SLSF Audit

President Crawford reviewed the audit report. She reported that SLSF received a non-modified opinion, which is the highest and means that everything is in order and there are no issues. SLSF did have a Management Letter for FY2021, mentioning on the GAFB regarding leases. The audit firm will make sure to address this next year. She also noted that all activity is increased and noted the 11% drop in investments. She mentioned the events being held as a hybrid events, which allowed many more people to attend the events. The major capital expenditures are for the Vogelei House that was mentioned in the financial reports. She wants the Board to remember that 49% of all expenses go to causes that SLSF was created to support. Chairman Crook called for a

motion to accept the audit. Trustee Oates moved and Trustee Fahnstrom seconded the motion. Upon roll being called, the vote was as follows:

AYE: Linda Ballantine, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Kathy Nowicki, Terri Oates, Tom Perkins, Rafal Piontkowski, Kevin Romejko, Dave Speers

NAY: None

The motion carried.

Fund Balance Recommendation

President Crawford and Superintendent Kiwala reviewed that the Fund Balance Recommendation in detail. Superintendent Kiwala called for a motion to begin the 2022 Operating Fund Balance with a cash balance of \$60,000 plus the \$181,765.32 in the Restricted Reserve Fund as presented. Trustee Ballantine made the motion and Trustee Crook seconded the motion. Upon roll being called, the vote was as follows:

AYE: Linda Ballantine, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Kathy Nowicki, Terri Oates, Tom Perkins, Rafal Piontkowski, Kevin Romejko, Dave Speers

NAY: None

The motion carried.

NWSRA Grant Request

Superintendent Hubsch reviewed the NWSRA Grant Ask for this quarter and asked for \$101,196.67, that is broken into the five pillars that SLSF supports. This amount has been already approved in the overall SLSF Budget.

Information Action Items

NWSRA Project Updates

Vogelei House

Superintendent Griffin updated the Board about the Vogelei House as the furniture has been installed and only needs to finish the elevator. Once the elevator is installed and inspected the state and Fire Marshall can be called to get the location approved to open. She also reported on the Greenhouse at Wheeling Park District. This project will be hopefully funded by a grant with the Wheaton Sisters. We were informed that the Pope wanted to support grants with sustainable gardening. We will be applying for this grant that will hopefully fund a Hydroponic Greenhouse.

Board Member Comments

President Crawford informed the Board that this section is new and will continue on the Agenda. Trustee Oates wanted to remind the Board that her annual letter will be coming out for donations to the Bucket of Cheer. The possibility of doing a hybrid of in

person and zoom Board Meeting. President Crawford and Chairman Crook will keep the Board posted what the Board will do.

Adjournment

There being no further business to come before the Board, Chairman Crook called for a motion to adjourn the meeting at 4:48pm. Trustee Ballantine moved the motion and Trustee Oates seconded the motion the motion to adjourn. Upon voice vote, the motion carried.



Secretary