

July 11, 2011: Meeting of Joint Boards of Education
Cleveland City Schools Administrative Office Building

Chairman Peggy Pesterfield called the meeting to order at 5:00 p.m.

Members of the Joint Boards of Education present:

Peggy Pesterfield
Richard Shaw
Murl Dirksen
Evelyn Rockholt
Dawn Robinson
Tom Cloud
Steve Morgan
Martin Ringstaff
Troy Weathers
David Kelley
Charlie Rose
Vicki Beaty
Rodney Dillard
Richard Baker
Christy Critchfield
Johnny McDaniel

Members of BCPEF present:

Rebecca McIntire, President
Chari Buckner, Vice President
Don Lorton
Sheri Cooper
Lynn Voelz, Executive Director

President's Report:

Mrs. Rebecca McIntire presented a summary of the Foundation's operations and direction:

The past two years have effectively laid the groundwork for the future success/progress of this Foundation:

- A Program Audit which resulted in adoption of current Foundation Structure
- Establishing 4 of 6 committees reaching out to every segment of our giving community plus the Educational Family Committee functioning under the Annual Gifts Committee
- Adopting mission and vision statements which are foundational to current objectives and activity

The Executive Committee held its annual work/planning session on June 6, 2011. The report and action taken:

- Expanded work group for this session included Executive Committee members and teachers and administrators from each system
- Determined to increase membership of Executive Committee to 18 members (19 voting members permissible in Charter)

- Established a Financial Review Subcommittee which will meet quarterly with the Treasurer to evaluate financial status and investments making recommendations to Exec. Committee at large.
Members: Steve Robinson, Jim Williams, and John Haile with Treasurer Rodney Fitzgerald
- Public Relations Committee to be established to give Foundation a stronger public profile; chaired by Chari Buckner, Vice President
- Targeted cultivation and solicitation this year will center around Tribute Giving and the Legacy Society (Major Gifts and Estate/Planned Giving)
- Establishing the Major/Planned Giving Committee during this next fiscal year
- New Executive Committee Officers elected for 2-year term:
Rebecca McIntire, President
Chari Buckner, Vice President
Rodney Fitzgerald, Secretary/Treasurer
- New members of the Executive Committee
Art Rhodes
Matt Bentley
Ron Braam
Sherry Brown
Keith Barrett
Martin Ringstaff
- Additional Executive Committee changes
 - Steve Bivens resigning the Exec. Committee to join the Business/Corporate Committee
 - Permanent Resignations: Rick Denning, Amy Hicks and Margo Fitzgerald
 - Serving another 3 year term: Brenda Lawson and Jim Williams

Mrs. McIntire requested the Joint Boards of Education elect, by vote, the members of the Foundation's Executive Committee. A list of the current members of the Executive Committee and all Trustees was distributed. Dawn Robinson moved to approve and elect the new slate of the Executive Committee and Officers. The motion received a second by Tom Cloud. The vote was unanimous.

Members elected:

- Keith Barrett
- Matt Bentley
- Ronald Braam
- Chari Buckner, Vice President
- Rodney Fitzgerald, Secretary/Treasurer
- John Haile
- Brenda Lawson
- Don Lorton
- Johnny McDaniel
- Rebecca McIntire, President
- Art Rhodes
- Martin Ringstaff
- Steve Robinson
- Jim Williams

Mrs. McIntire stated that three to four additional members will be added to the Executive Committee during the next few months. Troy Weathers moved that the current gathering of the Joint Boards approve each Board of Education to take action separately but in joint approval, electing these additional members when presented to them in the near future. The motion received a second from Richard Shaw. The vote was unanimous.

Treasurers Report:

Mrs. Chari Buckner presented the financial report in the absence of Secretary/Treasurer, Rodney Fitzgerald:

Financial Review Committee

Mrs. McIntire mentioned in her report establishing a Financial Review Subcommittee:

To elaborate on its purpose:

- To assure Foundation's financial status is in line with the operational and program budgets
- To review the status of investment accounts recommending changes as necessary
- To assist the Treasurer in advising the Executive Committee regarding the Foundation's financial course
- To review and recommend accepting or declining estate gifts

Audit/Financial Review

For the 3rd year, the Foundation is contracting with Harting, Bishop and Arrendale, LLC for a Financial Review and IRS Tax Preparation. The TN Annual Corporate Report has been filed for 2011-2012.

2011-2012 Budgets

An Operational Budget was proposed and approved on June 6 by the Executive Committee. The Executive Director has been given authority to pursue a Capacity Grant which would supplement the operational expenses and allow the Foundation to increase its capacity of cultivation and solicitation.

The Program Budget will be addressed at the August meeting of the Executive Committee.

Current Banking Practices

Four local banks continue to serve the Foundation including

- 1st Tennessee Bank
- Southern Heritage Bank
- Bank of Cleveland
- United Community Bank

As discussed during the July, 2010 meeting, funds are separated by purpose:

- Operational funds
- Scholarship funds
- Program funds
- Endowment funds

The majority of endowment funds have been invested in a managed conservative growth fund which is producing an improved rate of return.

Financial Operations

This past year, staff has enhanced bookkeeping and donor records resulting in the ability to produce more accurate and extensive data for fundraising, cultivation, and financial management and reporting.

Director's Report:

Mrs. Lynn Voelz presented a report on the programs and operations status:

She reviewed the Foundation's Mission and Vision which is the basis for all activity:

The mission: To partner with Bradley County and Cleveland City Schools to

- Raise community awareness;
- Gain financial support; and
- Enhance teaching and learning.

The vision:

- *Financial Stability:* To be recognized as the national leader in the public education system
- *Learning/Teaching Programs:* Every classroom benefits by a resource-driven program
- *Stakeholder:* To become financially self-sufficient because of stakeholder enthusiasm, support and contribution.

In discussing the evaluation of data in preparation for the Executive Committee work/planning session, Mrs. Voelz reported the following observations:

1. Those who know us best are our greatest contributors.
2. There is incredible potential:
 - The majority of contributed dollars are from the Foundation's Trustees and secondly from the Educational Family
 - As the names and numbers of new donors were assessed, we realize we've only begun to cultivate the giving publics.
 - It is therefore good judgment to expand the numbers of Trustees oriented toward increased cultivation and solicitation, with an anticipated result—increased contributions.
3. For these reasons, the membership of the Foundation's Trustee Board and the Educational Family Committee are critical components of this organization.
4. Mrs. Voelz elaborated on the role of the Educational Family Committee as an invaluable part of the Foundation's organization:
 - Grant process: Provide direction and evaluation selecting grants for awards
 - Cultivation: Speak for the Foundation because they know us; speak for the schools because they are a valid voice for fellow teachers.

Mrs. Voelz gave details on the Foundation's contributions of \$89,500 to the school systems this past year:

- 59 grants awarded directly to 17 schools

- Grants which require the Foundation act as fiscal agent (several proposals are in process for submission for next year)
- National Board Certification for Teachers: 26 teachers completed Take One! and 6 teachers in process for their full National Board Certification.
- One teacher confirmed her intent for NBCT this coming year, received commitment from the State of TN for support and is applying for BCPEF support.
- The action taken toward support for National Board Certification was strongly reinforced at the national Model Schools Conference held in Nashville 2 weeks ago: "Put money into teachers' professional development and it shows in students learning/scores!"
- Listed on the back of the Tribute Giving Brochure are the categories of funded projects in 2010-11.

Mrs. Voelz discussed program support for the coming year:

She stated the face of program support for this next academic year will be determined in August at the next Executive Committee meeting. There are numerous opportunities to expand beyond the Mini-Grant concept, although it would remain a staple in the Foundation's outreach because its impact is broad—reaching many classrooms, even more teachers and an astounding number of students. She has been meeting with principals and members of the administrative teams to discuss a variety of needs and desires.

Mrs. Voelz concluded by saying that she is pleased with the function of the Foundation staff and the emphasis, as mentioned by Mrs. McIntire in the President's report, to greatly expand cultivation and solicitation. The Foundation is positioned for this and anticipates good results. She thanked the Board of Education members for their continued commitment to the Foundation and for their integrity in approaching the challenges each faced during this past year.

Discussion about the Foundation's impact on the schools, its profile and reputation in the community and the commitment of its staff and Trustees concluded the meeting.

The meeting of the Joint Boards of Education was adjourned at 5:40 p.m.

Respectfully Submitted,



Lynn Voelz, Executive Director
Bradley/Cleveland Public Education Foundation