

**Watchdog Education Foundation  
Board of Directors Meeting Minutes  
Wednesday, January 10, 2018—4:30 p.m.  
South Campus Conference Room**

*“Our mission is to enhance educational opportunities for the Beresford School District.”*

**Agenda:**

1. Call meeting to order: roll call and establish quorum.

President Nathan Jensen (via phone) called the meeting to order at 4:35 p.m. and a quorum was established with the following members present: Sue Christensen, Treasurer (via phone); Brian Field, Secretary; Chris Savey, School Board Member; Grace Quartier, BHS Student; and Sally Dolan, BAF Board Member.

Absent—Gerald Dahlin, Vice-president.

2. Adopt agenda. (m)

A motion was made by Sue Christensen, seconded by Chris Savey to approve the agenda. All present voted aye. Motion carried.

3. Review and approve the minutes from the August 30, 2017 meeting. (m)

A motion was made by Sally Dolan, seconded by Grace Quartier to approve the minutes from the August 30, 2017 board meeting. All present voted aye. Motion carried.

4. Review and approve Watchdog Education Foundation (WEF) and Shanna Rae Christensen Memorial Scholarship Fund Financial Reports. (m)

Treasurer Sue Christensen provided the financial report. As of December 13, 2017 the Watchdog Education Foundation fund had total net assets of \$140,381.21 and the Shanna Rae Christensen Memorial Scholarship fund had total net assets of \$28,885.80.

A motion was made by Chris Savey, seconded by Sally Dolan to approve the financial reports. All present voted aye. Motion carried.

5. Discuss how our WEF could maximize the use of Social Media—Facebook, Twitter, Instagram, Webpage, promotional video/iMovie, etc. Social media and the promotional video would:
  - a. Help to “tell our story” about the impact the Foundation is having on students and their learning, as well as teachers and their classroom instruction.
  - b. Help get the word out and communicate the mission and work of our Foundation.

- c. Include snippets of the TCT/Duathlon, Pork Loin BBQ, Watchdog Hall of Fame Banquet and Induction Ceremony, “Bushels” campaign, Grants in Action, Teacher Interviews and Testimonials who received grants, and Student Impact Interviews and Testimonials.
- d. Other ideas on who could assist in the video creation, social media, etc.?

The Board held a discussion on how our Watchdog Education Foundation could maximize the use of social media and a promotional video to help “tell our story” about the impact the Foundation is having on students and their learning, as well as teachers and their classroom instruction. Our Foundation believes we need to get the word out and communicate the mission and work of our Foundation. The video would include all aspects of our Foundation activities from the Donor Appreciation Event/Dinner, Tri-County Tour/Duathlon, Community Pork Loin BBQ, Watchdog Hall of Fame Banquet and Induction Ceremony, “Bushels for Education” campaign, “Innovative Education” Grants in Action, Teacher Interviews and Testimonials, and Student Impact Interviews and Testimonials.

Brian will check with BHS teachers Dr. Merriman and Mrs. Coggins to see if they have some students that might work on a WEF iMovie or promotional video. Sue Christensen will continue to update the Facebook page and Brian Field will set up the Watchdog Education Foundation Twitter account and do the postings there. Our WEF webpage needs a new look and brand as well.

Nathan suggested that our Board put together a communication calendar of key dates for social media updates on our Watchdog Education Foundation activities. The Board agreed that would be a great idea.

6. Discuss how our Board can move forward on Legacy Gifts by identifying key people within our community that we could engage in conversations about current and/or future gifting to our WEF.

The Board believes “Legacy” Gifts are an untapped entity at this time and something that should be a focus in moving forward with our future Watchdog Education Foundation capital campaign. Concerns were expressed regarding the upcoming community capital campaign for the “Watchdog Legacy” project and that we may need to hold off on our WEF Legacy campaign until after the “Watchdog Legacy” project community capital campaign has run its course in 2018.

Ellie Highstreet, consultant for the “Watchdog Legacy” project is currently having individual coaching sessions with members of the “Watchdog Legacy” Committee on “How to Make an Ask” by telling our story with all of the items in our toolbox. When our WEF Board decides to move forward, we will need to meet with Ellie or a SDCF representative so we are all taught “How to Make an Ask.”

Nathan suggested the possibility of “Watchdog Legacy” gifts being tied to the Watchdog Education Foundation to help raise awareness for our Foundation and “Legacy” contacts for future gifts and/or donations. Brian will visit with Stephanie Judson, Executive Director of the SD Community Foundation to see how that would work with holding the “Watchdog Legacy” donations for an “immediate use/impact” “Watchdog Legacy” project. Brian will also ask about fees that might be charged by the SDCF to oversee those funds until they are needed by the Beresford School District to pay bills for the project.

Brian will also visit with the Beresford School District Business Manager Jared Olson as he has had conversations with school attorney Tom Frieberg regarding gifts/donations to the “Watchdog Legacy” project and maintaining those funds within the Beresford School District.

Brian will provide an update to the Board by way of email or at the next WEF Board meeting on March 14.

7. Discuss year eight of the “Bushels for Education” campaign and utilization of the “Bushels” brochures and BHS FFA chapter to raise awareness for the campaign in contacting area farmers and custom grain haulers to promote the campaign and secure future donations to the WEF.

Our WEF Board has not promoted the “Bushels for Education” campaign the past few years due to the current state of the commodity prices. Nathan stated commodity prices are up and down all the time and we need to promote year eight of the “Bushels” campaign. The Board believes we should partner with the school’s FFA chapter on this project. Farmers generally will not turn down students when they make an ask.

8. Discuss a spring 2018 partnership with the Beresford High School Band in selling \$20 yard signs to raise awareness for our Watchdog Education Foundation and the Band’s spring 2019 trip to Virginia—all profits will go directly to the Band.

At our last meeting, the Board authorized the sale of BHS Band/Watchdog Education Foundation signs for \$20 each with all profits donated to the BHS Band for their upcoming spring, 2019 band trip to Virginia. The Band will work to sell the signs in the spring, 2018 or fall, 2019.

9. Discuss the “Watchdog Legacy” project and the spring, 2018 capital campaign.

Brian discussed the “Watchdog Legacy” project and the work the committee has been doing this past fall/winter with consultant Ellie Highstreet.

On November 13, Ellie Highstreet was officially hired as a consultant by the Beresford Area Arts organization. She immediately began a discovery phase which included getting a better understanding of the project and specific costs, discussions with all stakeholders to get a better lay of the land, and assembling donor/supporter lists.

Ellie has been provided with a number of community organization contacts/donor lists and email addresses. We also sent Ellie a jump drive of the BHS Alumni database of addresses and email addresses that the public library maintains. She also has a detailed breakdown of the estimated project costs that was provided by our architects Steve Jastram and Patti Monson from Architecture Incorporated.

Ellie has identified our first list of potential major donors from BHS alumni, as well as specific donor level/naming categories pertaining to the PAC, auxiliary gym, lobby/commons, and fitness center. She is currently working on a plan of action for the public rollout, community capital campaign and eventual successful bond vote.

Jared and I have also prepared and shared a 10 slide power point for our school board and “Watchdog Legacy” Committee that summarizes information received from D.A. Davidson & Co. based on our most recent District valuation of \$496 million and the impact a \$10 or \$11 million bond would have on resident taxpayers over 20 or 25 years, as well as capital outlay certificate payments on \$2 or \$3 million over 15 or 20 years. This information will eventually be shared with our public as the project is rolled out to our community for the capital campaign.

The “Watchdog Legacy” committee has had a few meetings with Ellie on November 20, November 30, December 11, and January 8. The committee and school board have reviewed several flyers that have been drafted to raise public awareness and provide additional information about the “Watchdog Legacy” project. The committee and school board have reviewed drafts of the giving levels that have not yet been finalized or shared with the public.

The “Watchdog Legacy” committee has also hired the services of Teresa Schlup to develop a website for the “Watchdog Legacy” project and community capital campaign. Following is a link to the webpage that is still a work in progress. <https://watchdoglegacyproject.com/>

The “Watchdog Legacy” committee intends to use social media to assist with the campaign. The committee is working with Dr. Merriman and his students on an informational and testimonial videos about the need for the project.

We have asked Architecture Incorporated to develop some interior images of the PAC, auxiliary gym, student commons/lobby, and fitness center. Architecture Incorporated will provide us with one interior still view within each of the above spaces (four images total/still views that would be rendered to the quality of the exterior images that they have provided us) and digital copies of these that we could use in our promotional literature. Along with that, they will provide us with a 360 degree view of the interior images (a virtual tour within each room) that can be viewed in a number of ways—on cell phones, computers, iPads, etc.

I have given my approval for them to move forward with the four interior still views, 360 degree views, and digital images. Architecture Incorporated has someone that will get started on this right away. They should get the first draft of the still views to us by the end of next week for our review.

Once our “Watchdog Legacy” Committee has all of its items in its toolbox—webpage, informational and promotional literature, still views of exterior and interior images, videos/360 views of exterior and interior images, digital copies, testimonials and video interviews completed and posted on webpage—we will begin to meet with potential donors about the project and ask for consideration of a “Watchdog Legacy” gift.

Currently Ellie Highstreet is having individual coaching sessions with members of the “Watchdog Legacy” Committee on “How to Make an Ask” by telling our story with all of the items in our toolbox. A list of potential large donors have been identified. The committee will visit with potential large donors first prior to selling theater seats or conducting a brick campaign.

It would be the goal of our “Watchdog Legacy” Committee to ask the School Board for a Bond Resolution in the fall (August) so that the election could be held during the general election on November 6, 2018 where we usually have a much higher voter turnout.

10. Discuss a potential donation to the “Watchdog Legacy” project in the spring, 2018.

Brian discussed a potential donation to the “Watchdog Legacy” project as it will be rolled out to our public along with the community capital campaign in the spring, 2018. The Beresford Area Foundation has committed \$20,000 for the next 10 years for a 10 year total of \$200,000. This will also be done as a challenge match to our community.

Several board members thought we should continue with our “Innovative Education” grants only while several other board members thought we should divide the distribution funds 50/50—half for the innovative education grants to teachers and the other half for the “Watchdog Legacy” project.

Brian reminded the Board that we can distribute funds for a variety of causes, including: 1) Innovative Teaching Grants—encourage and reward innovative and creative approaches to instruction; 2) Special Programs—provide for curriculum enhancement at all levels; 3) Mini-grants—to assist students in need; 4) Continued Education—opportunities for students and staff; 5) Student/Teacher Recognition—publicly acknowledge student and staff achievements; and 6) Alumni Network—establish a link between school, alumni, and friends.

Most of our gifts have been for Innovative Teaching grants and the Watchdog Hall of Fame for Student/Teacher Recognition.

The Board will revisit this agenda item at the March 14 board meeting.

11. Review the 2015, 2016, and 2017 “Innovative Education” grants and the potential of announcing a new grant cycle in the spring, 2018.

Our Board has awarded 11 Innovative Education Grants that have impacted students and their learning, as well as the classroom instruction process. The Board reviewed the list of 2015,

2016, and 2017 “Innovative Education” grants and discussed their thoughts on a 2018 grant cycle. Brian reported that we should see funds for distribution in the next month based on 4.5% over a 16 quarter average. Brian estimated that our distribution amount should be around \$6000.

The Board will revisit this agenda item at the March 14 board meeting.

12. Discuss the 2018 Tri-County Tour and Duathlon event set for Saturday, June 16, 2018.

Sue provided an update on the 2018 Tri-County Tour/Duathlon to be held on Saturday, June 16, 2018.

13. Discuss the 2018 Watchdog Homecoming weekend events set for Friday, September 28 (Festival of Bands, Parade, and Pork Loin BBQ) and Saturday, September 29 (Watchdog Hall of Fame Banquet and Induction Ceremony at the Bridges).

Brian provided an update on Homecoming weekend festivities on September 28-29, 2018.

14. Review future quarterly meeting dates in 2018—south campus conference room.

- a. March 14, 2018—4:30 p.m.
- b. June 13, 2018—4:30 p.m.
- c. September 12, 2018—4:30 p.m.
- d. December 12, 2018—4:30 p.m.

The Board was reminded of our four quarterly meetings for the 2018 year—second Wednesdays at 4:30 p.m. in the south campus conference room.

15. Update on recent memorials, donations and thank you notes.

Brian provided an update on recent memorials and donations. Memorials came in for Dick Morren, Howard Kennedy, June Sherman, Marie Nelson, Lois Dolan Ballard, and Gertie Anderson.

Brian informed the Board that Gary and Amy Schaap donated \$2000 to our WEF—their gift is usually matched in a certain amount by Ameriprise Financial as well.

Brian reported that BAF and WEF Board member Sally Dolan provided a \$500 gift to the WEF and a \$500 gift to the Shanna Rae Christensen Memorial Scholarship fund.

Brian reported that long-time BAF and WEF Board member Helen Grace gifted \$5000 to our WEF and \$5000 to our BAF. Her gift will provide for an additional \$15,000 to each entity from the Kellogg Foundation in Battle Creek, Michigan.

Brian reported that the BHS Classes of 2015, 2016, and 2018 submitted gifts to the WEF. The class of 2015 provided a gift of \$1512.65. The class of 2016 provided a gift of \$951.63. The class of 2018 provided a gift of \$215 from their paint a senior parking lot spot fundraiser.

Brian will send an appreciation thank you to Gary and Amy Schaap, Sally Dolan, Helen Grace, and the Kellogg Foundation.

16. Other Business.

The Board discussed whether or not to hold our annual “Donor Appreciation” event at the Bridges in February, 2018. The corresponding date would be the third Friday on February 16, 2018. Due to conflicts and the timing, the Board decided not to hold the event in 2018. The Board discussed the possibility of hosting the event every three years.

Brian will submit information and have the Beresford Republic create a box ad thanking all of our 2017 donors.

17. Adjourn. (m)

A motion was made by Chris Savey, seconded by Sally Dolan to adjourn the meeting. All present voted aye. Motion carried. The meeting adjourned at 5:17 p.m.