

**Watchdog Education Foundation
Board of Directors Meeting Minutes
Wednesday, March 14, 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 Jensen called the meeting to order at 4:33 p.m. A quorum was established with the following members present: Sue Christensen, Sally Dolan, Grace Quartier, Nathan Jensen, and Brian Field.
Absent: Gerald Dahlin and Chris Savey.

2. Adopt agenda. (m)

A motion was made by Sally, seconded by Grace to adopt the agenda. All present voted aye, motion carried.

3. Review and approve the minutes from the January 10, 2018 meeting. (m)

A motion was made by Sue, seconded by Sally to approve the minutes from the January 10, 2018 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 reviewed the financial reports. As of February 12, 2018 the Watchdog Education Foundation had total net assets of \$162,819.74 with \$4402.72 available for distribution. As of February 12, 2018 the Shanna Rae Christensen Memorial Scholarship Fund had total net assets of \$35,762.62 with \$1482.51 available for distribution.

A motion was made by Sally, seconded by Grace 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 had a discussion on how our WEF could maximize the use of social media to promote the work of and the impact of the Foundation. The Board also discussed the purchase of a WEF window cling that could be displayed in businesses as a proud supporter of the Watchdog Education Foundation.

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—not sure as to the timing since the “Watchdog Legacy” project committee is engaging in conversations with potential donors at this time.

The Watchdog Education Foundation Legacy Gift conversation will be held at another time since the “Watchdog Legacy” Project Committee is engaging in conversations with potential donors at this time.

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.

The Board discussed collaborating with the BHS FFA Chapter on the “Bushels” campaign and Grace was going to visit with Mrs. Twedt about the potential of a partnership, especially during National Ag Week.

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

Brian provided an update on the “Watchdog Legacy” project and the capital campaign, as well as the promotional materials being shared with potential donors.

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

At the June 13, 2018 meeting, our Board will discuss a potential donation to the “Watchdog Legacy” project.

10. Discuss the potential announcement of a new grant cycle in the spring, 2018—keep in mind the Beresford Area Foundation just announced their grant cycle as well.

The Beresford Area Foundation will complete their grant cycle in the April, 2018. Our Board will discuss the potential of a fall grant cycle and/or donation to the “Watchdog Legacy” project at the June 13, 2018 meeting.

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

Sue provided an update on the planning for the 2018 Tri-County Tour and Duathlon set for Saturday, June 16, 2018. Registration is open on www.AllSportCentral.com. She has secured a number of sponsorships already and will have Gingersnap Bakery available in the parking lot as well.

12. 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 the Watchdog Homecoming weekend events set for Friday and Saturday, September 28-29. Our Homecoming Pork Loin BBQ will be held on Friday from 5-7 p.m. at the stadium picnic shelter. Our Watchdog Hall of Fame Banquet and Induction Ceremony will be held on Saturday from 6-8 p.m. at the Bridges.

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

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

Nathan reminded the Board of our upcoming 2018 meetings this summer, fall, and winter.

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

Brian provided an update on the recent memorials, donations, and thank you notes that came into our WEF and SRCMS fund.

15. Other Business.

Brian reminded the Board that the SRCMS applications are due on April 6 and he will scan and email all of the scholarship applications, rubrics, and tally sheet to Board members for their scoring. Brian will then add up the tally sheets to determine the three SRCMS recipients for 2018. The scholarship winners will be announced at the Senior Academic Awards program on Tuesday, May 15 at 7:00 p.m. in the BHS Gym.

16. Adjourn. (m)

A motion was made by Grace, seconded by Sally to adjourn the meeting at 5:03 p.m. All present voted aye, motion carried. President Jensen declared the meeting adjourned.