



Treasure Trove Giving Circle Annual Meeting  
November 10, 2021 at 6:30 p.m. via Zoom and  
at C-FC Library Conference Room

## MINUTES

### **Persons Present:**

- **Board Members:** Kelli Krzysztan, Joe Kaczorowski & Jared Cyrus (in person); Karla Patzner, Steve Scharlau, Michelle Schmidtkecht (via Zoom)
- **School Representatives:** Jo-Ellen Fairbanks, Superintendent and Kalene Engel, School Board (in person)

**Minutes by:** Kalene Engel

**Call to Order:** Meeting was called to order at 6:35 p.m. by Kelli Krzysztan

**Treasurer's Report:** Financial statements were distributed with the agenda. As of September 30, 2021, the balance in the Treasure Trove Fund at Winona Community Foundation was \$30,852.51. The balance in the checking account is \$687.50. Joe moved to approve the treasurer's report; Jared seconded the motion. Motion passed 6-0.

**Wisconsin Association of School Boards Recognition (WASB):** The school board submitted three businesses involved in the Treasure Trove launch for the Business Honor Roll (Winona Community Foundation, Waste Transport and Great River Harbor). A representative of WASB reached out to Kalene last month, stating that they wanted to do an article on the Treasure Trove Giving Circle for WASB's School News magazine in December.

**Consideration of Grant Applications:** A grant application was received on November 3, 2021 from Andrea Hasslinger, Social Studies teacher, for \$175 for soda/drinks and pizza to be served in conjunction with a voter education and registration event. Per Ms. Hasslinger, "a representative from the League of Women Voters will come to give a presentation about voting to the seniors. When the presentation is done, volunteers will be here to help kids register to vote on paper or on myvote.wi. The presentation would take about 30 minutes (10:45-11:15). After that, I'd like to offer the seniors and volunteers a pizza lunch and some drinks. The cost should be no more than \$175." The application was distributed to all board members with a notice of the meeting and directive to vote via e-mail if unable to attend the meeting.

A discussion question was asked about school funding possibility for this activity and Dr. Fairbanks responded. Nicki and Jeff submitted "yes" votes by e-mail prior to the meeting. All other board members present voted yes. Motion passed 8-0. Jo-Ellen will provide Kalene with

the total cost after the event and Kalene will notify Winona Community Foundation. Kelli will notify Ms. Hasslinger.

**End of Year Fundraising Campaign:** Multiple ideas were discussed regarding an end of year fundraising campaign. The following plan was developed as a result of the discussion:

- Since the matching dollars seemed to be effective last year, we will be offering some kind of a match challenge again this year. A couple of board members offered to contribute money to a match. Steve will reach out to the rest of the board members to see if they would like to participate and, based upon the response, will identify a percentage match and match cap (XX% of each dollar contributed, up to a maximum of \$XXX). This should be decided by Wednesday so timely press releases and letters can be prepared.
- Kalene and Kelli will work together to create a letter to send to past donors asking for support for the 2021 year end campaign as well as an article to put in the Winona Post, Buffalo County Journal and possibly the Trempealeau Times.
- Karla will reserve a spot for a Treasure Trove Giving Circle display at the craft fair. Kalene will put together some type of a display.
- Everyone will be thinking about a catchy phrase for the campaign that could be used each year and get those ideas to Kelli. "Refill the pirate chest" was thrown out as an idea. The message should be positive and catchy.
- All board members should reach out to 3-5 persons to see if they would be interesting in pledging \$\$, either for a match, regular donation or both.
- Kalene will put something on the Facebook page about the upcoming fundraising campaign.

**Discussion and possible addition of guidelines for yearly grant amounts and minimum fund balance maintenance.**

- Kelli did some research on Winona Area Public School's foundation about how many donor advised funds were "spend down" accounts versus "endowment" accounts. The report referenced that 75% of donor advised funds could be depleted each year (spend down), and 25% are endowment (where they maintain a consistent balance and spend only the earnings).
- Steve noted that the current fund is earning about 5% or \$1,500 per year.
- Steve suggests that we revisit the discussion about yearly caps on donations and/or maintaining a minimum balance after the year-end fundraising campaign. All present agreed.

**Next Meeting:** To be scheduled in January.

**Meeting Adjourned:** Motion to adjourn by Steve; seconded by Joe. No discussion. Motion approved 6-0. Meeting adjourned at 8:00 p.m.