



Board of Directors
Meeting Minutes for
1/10/12 Working Meeting

Board Attendees:

Eric Peterson (Chair)	Sonia Miller-Van Oort (Secretary)
Richard Barnett	Pam Shrestha
Ron Clarke	Cindy Monturiol (Vice-Chair)
Jen Dellmuth	Vanessa Bera
Natalie Wobbema (Treas.)	Mark Mathison
Karen Terhaar (Exec. Dir.)	Jared Goodwin

Absent: Briana Boeser
Joe Rinaldi
Mary Kruse

Public in Attendance: Cindy Koppelman (UDG Co-Chair)
Shae Brendalen (UDG Co-Chair)
Richie Gitler (UDG Co-Chair) (arriving during donor recognition discussion)

Chair Eric Peterson called the meeting to order at 7:05 p.m.

The first order of business was introductions of the newly appointed Board members: Jen Dellmuth & Jared Goodwin. Other Board members followed by providing background information about themselves as well.

Next, Chair Peterson reflected on the IB attributes of the school and those traits exhibited by many of the ISLA community members. He also referenced the recent IB visit and the accreditation committee members questions to the school about ISLA's long-term commitment to the IB program.

Chair Peterson asked for acceptance or modification of agenda. Cindy Monturiol proposed adding playground agenda items and Natalie Wobbema suggested adding agenda item regarding recognition of previous gifts. Mark Mathison moved these amendments to the agenda. Cindy Monturiol seconded motion to amend. Motion passed unanimously without abstention.

1. Playground Design

Ms. Monturiol presented drawings of potential playground design that includes



soccer field, maintenance of Peaceful Playground, play structure, and partial basketball court. Landlord is very supportive of and encouraging integration of turf area for soccer field based on its experience with artificial turf at other sites. Ms. Monturiol explained that the City of Minnetonka would need to approve plans and facility committee is prepared to move forward with that next step, absent any objection by the Board.

Ms. Wobbema, who served on the Playground Committee, also commented on some of the Committee's additional rationale for the pending proposal. Research showed that students spend the most time on green grass and other areas used for running. On average, Play structures typically only get 10% of use. Ms. Wobbema explained more details of play structure proposed, which will likely cost approximately \$40K. There was further discussion that modifications giving up some parking space will be allowed by City of Minnetonka without need for special permission. Current funds received for playground include: \$10K from NFL Grant, \$665 from PTO sneakers program, and \$1100 restricted-giving through UDG. The overall playground budget cost put into the UDG campaign budget was \$65K, but some of the anticipated expenses have now already been paid (e.g., fence installation, peaceful playground).

Additional idea raised by Chair Peterson was the size of the turf area and possible future use of that space for revenue generation for outside groups. He also raised the question of whether there was any feasibility of putting dome over turf in the winter to use space as school gym area. It was confirmed that field size is U9 compatible. More details are needed to determine if or how any dome that might be accomplished. **Ms. Monturiol will check regarding requirements for dome so that any prerequisites for such are known before space built out.** Next steps are getting informal approval by Minnetonka City and get additional cost information so that Facility Committee can come back with proposed phases of construction.

2. Uno Dos Grow

a. Financial Accounting

Treasurer Natalie Wobbema explained to Board that an issue had arisen regarding classification of certain previous donations and how or if they relate to UDG Campaign (i.e, NFL grant, in-kind donations, and Fund-A-Need monies raised at last Fiesta Primavera). Consultant had suggested that some of these funds could be counted as part of capital campaign because they were used to fund campaign budget items and were raised in anticipation of capital campaign being kicked off.



Ms. Wobbema explained related issues concerning government accounting and how that might also impact this analysis. In this regard, she explained that ISLA was capitalizing \$15K- \$20K from donations (e.g., office furniture. Locker & peaceful playground). Chair Peterson recognized Shae Brendalen (UDG Finance Chair) in this discussion to provide answers to questions related to UDG budget and financing.

Discussion ensued regarding when monies were raised and whether they were part of capital campaign. Board ultimately concluded that telling whole story of fundraising efforts to date is great PR strategy and would include NFL monies in that story, but for purposes of UDG campaign, the Board agreed that (i) such NFL monies should not be counted toward capital campaign contributions, (ii) Fund-A-Need monies related to UDG goal and budget items could be reasonably included in campaign efforts, and (iii) other in-kind gifts donated, but not relating to specific UDG fundraising goals and identified objectives should not be included. Ms. Jen Dellmuth suggested that UDG

consider

whether it may be more compelling to donors to frame the fundraising numbers within the time period of campaign; it may be more impressive to show amount of money raised in a shorter period of time, further supporting Board's conclusions.

Board took a 10 minute break.

b. Donor Recognition (Cindy Koppelman)

Chair introduced discussion regarding donor recognition and reported that previous discussions between UDG committees and Board acknowledged that some form of donor recognition was a good thing. The question of how and what manner in which to recognize donors is still before the Board. He also reported that a subgroup of the UDG committee met two times in December to re-consider the issue of donor recognition since the Board's last October working meeting where the Board discussed obstacles and concerns with certain ways of providing donor recognition. In that October working Board meeting, Board members voiced concern about the impact of certain recognitions on children within the school. Additionally, the Board discussed the need to recognize non-financial contributions by the ISLA community.

The Chair recognized Cindy Koppelman (Co-Chair of UDG) to explain a revised concept of ISLA community Recognition being contemplated by UDG.



The purpose of the discussion was to learn more about the concept and to give input and direction to UDG about the concept before it is formally proposed to the Board in the future. Ms. Koppelman explained that members of UDG had met with the school administration to discuss how a more global approach celebrating ISLA's community could create a story that ISLA teachers can teach to. Ms. Koppelman explained the objectives of this revised concept was to (i) provide a vibrant (though not extravagant) art installation to the school lobby, (ii) create a dynamic, ever-changing installation that allowed for updates and modifications, (iii) highlight the full ISLA community, not just financial donors, (iv) come up with a very subtle way in which to recognize financial donors amidst other community contributors, and (v) integrate the previously-discussed idea of some kind of brick dedication. The concept being considered would have UDG covering the cost of the project the first year, but ISLA would assume financial responsibility after that. Ms. Koppelman further explained that the concept did not envision having dollar amounts of financial contributions being visible on the wall.

Executive Director Terhaar voiced her thoughts about the newly revised concept and also shared that she and teachers had been consulted about the new concept. Ms. Terhaar was excited about the possibility of celebrating the school through recognition of its history of the school, the IB profile, and the various arms of the school that have made ISLA successful (e.g., PTO, Board, Volunteers, and UDG). Mark Mathison echoed Ms. Terhaar's comments and indicated that he felt more comfortable with this "celebration of ISLA" concept.

Ms. Miller-Van Oort asked for input from teachers on the Board regarding the concept proposed and on their thoughts about any financial recognition integrated into wall concept at school. Both teachers Pam Shrestha and Vanessa Bera explained that they thought the new concept could be a positive in the school environment, especially if it could be tied to the IB attributes. Ms. Bera indicated that she was not comfortable with differentiation information regarding financial contributions if that was part of the wall, but also added that some subtle not number-specific way to recognize donors may be possible.

Ms. Koppelman explained that architect Carey Brendalen had some specific ideas based on other projects he has seen on how to address the concerns being raised about donor differentiation. She asked for the Board to give UDG enough direction on what would be desired and acceptable so that some concept drawings could be presented for consideration.



Chair Peterson also recognized Richie Gitler (UDG Co-Chair) during the discussion. Mr. Gitler expressed strong concern on behalf of UDG in its abilities to reach the UDG fundraising goals without some form of acceptable donor recognition. Ms. Miller-Van Oort asked the UDG representatives what donor recognition ideas had been considered to date. Ms. Koppelman and Mr. Gitler responded that the primary focus, based in part by donor requests, has been on coming up with some method of recognition within the school. Ms. Miller-Van Oort suggested that other ideas might include recognition at the State of the School address, the website, some special recognition event, etc.

Ms. Monturiol expressed her continued concern that any donor recognition in the school lobby that involved a distinction between levels of financial-giving was inconsistent with the school's mission and emphasis.

Additional discussion ensued with the following interests being highlighted: (i) a desire to create a dynamic and inspiring art installation for the school that is inclusive, (ii) a need to prevent any negative impact to the school learning and IB environment, (iii) a desire to create positive energy and excitement about the ISLA community, (iv) a desire to recognize all contributors who have helped get ISLA to where it is, and (v) a desire for purposes of UDG to maximize its fundraising efforts.

As concerns were raised, Ron Clarke suggested that those with concerns serve on committee to make sure concerns are addressed.

Ms. Wobbema also inquired regarding the cost of the proposed installation and how that might be paid if any such installation was proposed in the future. Although it was UDG's intention to get an installation that was approved by the Board installed in short order, Ms. Wobbema pointed out that there was a shortage of funds to do so since this was not an item in ISLA's budget and this cost was not included in the UDG budget either. Ms. Koppelman suggested that there might be a more financially feasible alternative for a short term plan, like a wall-sized paper rendering. Ms. Koppelman further emphasized that it was most important that the Board give guidance on what it thought was financially feasible so that any future proposal or drawing meet the Board's criteria. As part of this discussion, Mr. Richard Barnette and Mr. Gitler offered to dedicate part of their UDG donations to this expense.



At approximately 9:30 p.m., the group attempted to summarize the main points of the Board discussion. Ms. Miller-Van Oort relayed from her notes that the Board seemed receptive to authorizing UDG to come up with a more specific art installation proposal for the Board's future consideration. Based on the discussion, any such installation in the school's public space, however would have to (i) be inclusive of the full ISLA community, (ii) create a sense of the community "standing together" as Executive Director Terhaar described, (iii) include a history of the school, (iv) highlight the IB profiles, (v) highlight the various components of the ISLA community who have contributed to the school's success (vi) make subtle, if any, differentiation related to financial giving, and (vii) make any financial donor recognition within the installation proportional to overall installation concepts. Finally, any installation must not indicate or show any dollar amounts related to financial giving to the school or UDG.

The Board further reiterated that any budget related to the community recognition installation would have to either come from funds raised over the \$750K UDG goal or come from dedicated gifts for this project.

Finally, Ms. Koppelman asked for additional support and volunteers to help support the above effort that will require substantial input to address all the components addressed to be part of installation, but which are outside the scope of UDG efforts. The Board acknowledged that such assistance would be necessary to meet the objectives set forth. Chair Peterson suggested that a Joint Task Force be created to specifically deal with the Community Recognition issues.

Because this meeting was a working meeting of the Board, no action or authority was taken or extended by the Board. The Board discussed that, at the next regularly-scheduled Board meeting, motions should be made to formally give guidance to UDG regarding the Community Recognition concepts discussed, so that another more specific visual proposal could be presented to the Board for further consideration.



The Board moved to adjourn its meeting. Motion was seconded, and passed unanimously without abstention. The meeting adjourned at approximately 9:40 p.m.

Respectfully Submitted by:

Sonia Miller-Van Oort
ISLA Board Secretary