



**Fox Valley Park Foundation Board of Directors
Meeting Minutes
Monday, February 8, 2016
Prisco Community Center
150 W. Illinois Ave., Aurora
4:30 p.m.**

1.0 Call meeting to order

Rachel Ossyra called the meeting to order at 4:35 p.m.

2.0 Roll Call

The following members of the Fox Valley Park Foundation Board of Directors were present: Alex Alexandrou, Gloria Bunce, Rachel Ossyra and Jim Pilmer. A quorum was present. Also present: administrative staff.

3.0 Approve minutes from the following meetings:

3.1 September 21, 2015

3.2 January 11, 2016

Rachel Ossyra motioned, Alex Alexandrou seconded, and the board unanimously approved by voice vote the minutes from September 21, 2015, and January 11, 2016.

4.0 Foundation Updates

Cathy Schwieger reported that she attended the IAPD/IPRA Conference. She said she found the sessions on foundations to be informative. She spoke with someone from IPRA and they agreed to form a group in IPRA Connect specifically for foundations. She felt this would be a great resource to connect with other foundations for ideas and information.

Cathy also informed the board that she is working with IT and Marketing to launch a "Donate Now" button on the foundation webpage. Diana Erickson will present a history of endowments at the next meeting. Cathy also recommends increasing awareness of the foundation with branding; the foundation should have a presence at all park district events.

Cathy reported that she has been attending rotary meetings with Jim Pilmer and she will begin attending the leadership academy through the Chamber of Commerce, both in an effort to network and build awareness for the foundation.

4.1 Golf for Kids

Cathy Schwieger reported that Golf for Kids has a new fund direction; it will not just benefit The First Tee; proceeds will benefit all programs, not just golf. Her goal is to increase revenue partly through new sponsorship levels. She aims to increase morning attendance at the Golf for Kids event by means of a discounted rate for morning golfers. The Golf for Kids committee is expanding with the additions of Jim Effner, Mike Konopka and Rachel Ossyra. Jim Pilmer said he will ask the CFO at ADS to be on the committee.

Gloria Bunce believes tee gifts are unnecessary. Rachel Ossyra said she thinks the gifts are great and appreciated, but she is open to doing things differently. The tee gift will be discussed and a decision made at the next Golf for Kids meeting on February 17.

Cathy said Jon Michael is working on making checkout at the event run more efficiently and quickly through better IT. Gloria said she knows of a company that can be hired to do it quickly and safely. Jon will explore all options.

Cathy advised the board that the process of offering raffle prizes is being re-done; they will be sold online and narrowed down to approximately five big prizes. Also being considered is some type of “player package” for tickets, and other ways to streamline the raffle process.

Cathy also mentioned Jim Pilmer’s idea to have honorary chairs at the Golf for Kids outing.

5.0 New Business

5.1 Foundation 2016 Action Plan and Priorities

Gloria said for the time being, the foundation should concentrate on working toward Golf for Kids goals; in four months, after the event is over, it can then move toward foundation goals.

Jim Pilmer said the foundation should have an annual appeal, focusing on core items such as land donations and sources of revenue. He also advised that affiliate groups need to begin contributing a percentage of their profits to the Fox Valley Park Foundation. He added that the foundation needs to articulate its mission with a “promise” that’s easy to recite, building on the three pillars of the NRPA. He mentioned the availability of NRPA grants.

Gloria said the foundation needs to break its goals/action plan down into months.

Jim advised highlighting the 70th anniversary of the park district which is coming up in two years.

5.2 Discussion of new board members
Goal of 10-12 members

6.0 Adjournment

Gloria Bunce motioned, Rachel Ossyra seconded and the board unanimously approved by voice vote to adjourn at 5:37 p.m.