



Board of Directors
November 11, 2010, 4:30 PM
110 West Grant

Board Members present: Fred Aden, Jan Sandberg, Paula Vesely, Rich Demers, Ray Harris, Merry Keefe, Sally Westby, Doug Wallace and Marsha Weidenhammer

Absent: Diane Cederberg, Rick Bethke, Kay Constantine,

1. Call to Order and Announcements

Merry Keefe called the meeting to order.

The LGA Board approved the revised agenda by consensus.

2. Approval of minutes of October 14, 2010

Draft minutes from the October 14 meeting were circulated several weeks ago. *The minutes were accepted without objection.*

3. Treasurers Report – Paula Vesely

See ATTACHMENT # 1 for more details. Expenditures for the period totaled \$21,355.74 against revenue of \$635.00.

With no objection, the Board accepted the Treasurer's report.

Merry noted that information about in-kind contributions should be sent to Paula. Jan requested a copy of the October bank statement.

4. Planning Process

- **2010 Annual Report and 2011 Work Plans** – Merry Keefe

Merry is working on a consistent format for committee reports. The general structure of the annual report will be similar to last year's report. Board members should send suggested revisions to Jan and Merry.

Paula asked that Jan to send minutes without "draft" in the header to Rich for posting on the website.

- **2011 Budget** – Doug Wallace

Doug reported that the committee met to discuss budget details. Doug reviewed his drafts--see ATTACHMENTS #2 and #3 (the original were updated to correct minor technical changes).

Doug then explained changes between last year's and this year's budgets. As to revenue, individual contributions were increased due to success this year. He included an additional association based on attorney letters concerning legal issues and the acceptability of such donations. Doug asked Sally and Rich to help pursue this donation—they agreed that they will go back to their Board. 1200 on the Mall is a different animal as the association must contribute to the upkeep of Nicolet Mall. Doug plans to make a presentation to their Board. Village Green's contribution was lowered due to the sale of Loring Park City Apartments. We will attempt to engage the new owners of that building. As to 110 Grant, there were previous meetings. It may be time to have an additional meeting and pursue the marketing advantage of a Greenway contribution. Rich noted that the Greenway door use from 110 West Grant is very high. Finally, the third year of the CLPC donation ends in 2011.

The expense budget is less than anticipated income—this will be used for carry-over for 2012. Ray thinks that this contingency is too small. Merry noted, and Marsha agreed, that the budgets

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allow for some flexibility. Doug said that ideally 85 percent or more of the budget should be targeted to the Greenway.

Approved the proposed expenditure and revenue budgets for 2011. Motion Doug Wallace, second Sally Westby. Motion passed.

5. Finance Committee

- **Description**

Doug distributed a draft description. See ATTACHMENT #4. There are some changes from last meeting.

Adopted the draft Finance Committee description as amended. Motion Doug Wallace, second Fred Aden. Motion passed.

- **Policies & Procedures**

Merry is working on a draft document and will continue to work with the committee. Marsha would like to have guidelines for spending and reimbursement.

- **Quarterly reports**

Jan prepared a draft tracking worksheet for the Loring Green East Board that reports revenue and expenditure by quarter comparing actual vs. expenditures. Paula questioned the source of the \$2,000 for companies in the 2010 revenue budget.

Removed the \$2,000 companies item from the 2010 revenue budget. Motion Doug Wallace, second Marsha Weidenhammer. Motion passed.

Paula's other concerns included how to report the CD and a check to Same Day Gardens written in November 2009 but was not reported by the bank until April 2010. Paula feels that this should be reported for 2009, not 2010. These items were referred to Doug for consideration in the Finance Committee.

6. Events – Sally Westby

Sally distributed a draft report (see ATTACHMENT #5). Sally gave special thanks to Lois Demers and the committee. Oktoberfest raised \$485 in donations. Sally noted that people wanted to socialize and there was great entertainment. Ray suggested having more dining tables and chairs. An earlier date for next year will be pursued. Several board members felt that it is not enough to advertise the success via the website--we need a newsletter/flyer targeted to the buildings. Doug suggested that Sally work with Rich to develop a newsletter article or similar for the buildings and general email list. Merry suggested a communication committee meeting convened by Rich to discuss strategies.

7. Public Works Report: Ray Harris

Three 110 West Grant trees on the Greenway fell during the late October wind storm. Branches are gone but trunks await heavier equipment. However, there are concerns about damaging irrigation equipment. The City is supportive of LGA doing more infrastructure projects on the Greenway but any project must have a maintenance plan (and funding).

8. Communications – Rich Demers

Rich distributed a printout of website analytics.

- **Volunteer Recognition**

Jan reported that she needs to enter the special events volunteers in the database. She will then send the list of all volunteers to building reps for use in recognition efforts.

9. Garden Committee – Marsha Weidenhammer

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- **Winter interest**

The entrance sign garden and seven planters were decorated with winter interest without any cost to the LGA. With the efforts of Don and Beth Davies, Merry Keefe, Donovan Brausen, Carl and LuAnn Johnson, Jon Westby and Kurt and Marsha Weidenhammer, the felled evergreen trees from 110 Grant were trimmed and used for decoration. Additional accents material of pinecones, hydrangea, birch and red dogwood branches and vines were added to the arrangements. Fred Aden assisted in the gathering of extra materials.

- **Rabbit protection**

This conversation will continue for some time.

10. Fundraising: Doug Wallace

- **Design presentation:** Sally Westby

Doug reminded the Board that at the last meeting he spoke about the need for a professional visual presentation of the future of the Greenway as part of proposals to potential funders. Sally is currently working with Damon Farber and thought they might be interested in helping LGA. Damon Farber is a finalist for the Peavey Plaza redesign. In a meeting with Sally and Doug, Damon Farber was very positive about providing pro bono work, with a draft plan to be completed by the beginning of 2011. Doug commended Damon Farber's quick understanding of what LGA needs.

Accepted the offer from Damon Farber to provide design ideas for the Loring Greenway and will acknowledge their contribution on the LGA website and in other communications. (Motion Jan Sandberg, second Marsha Weidenhammer). Motion passed.

Ray suggested that members of the Board should continue to meet with Damon Farber to ensure communication about possible Greenway enhancements.

- **Networking**

Doug reiterated that he needs names from building representatives of those who have connections with corporations or who otherwise might have good ideas about fundraising.

11. Next Meetings

- **No December meeting**
- **Schedule for 2011:** Doug will make room arrangements keeping the same days (second Thursday): January 13, February 10, March 10, April 14, May 12, June 9, July 14, August 11, September 8, October 13, November 10, December 8

Adjourned 5:40 p.m.

ACTION ITEMS

- **Sally:** Send Jan list of events volunteers
- **Jan:** compile lists of gardening and events volunteers by building and distribute to building reps for use in recognition events.
- **Jan:** send copies of minutes without "draft" header to Rich for posting on the CLPC website.
- **Board members:** review structure of LGA annual report and suggest revisions to Merry and Jan.
- **Sally and Rich:** pursue association donation
- **Doug:** make presentation to 1200 on the Mall board

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- **Doug/Ray:** attempt to engage new owners of Loring City Park Apartments
- **Doug:** pursue meeting with ownership of 110 West Grant
- **Merry:** prepare draft financial policies
- **Finance committee:** resolve questions raised during meeting
- **Sally and Rich:** develop article for building newsletters and general email list
- **Rich:** convene communication committee meeting to discuss strategies
- **Doug and Sally:** Continue to interact with Damon-Farber to ensure communication about desired Greenway enhancements
- **Building representatives:** send Doug the name of likely corporate candidates

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ATTACHMENT # 1

TREASURER'S REPORT
OCTOBER 15, 2010 to OCTOBER 31, 2010

REVENUE AT HIGHLAND BANK

Checking	\$ 33.90
Savings	26,087.89
Contributions	635.00

TOTAL REVENUE **\$ 26,756.79**

EXPENSES AT HIGHLAND BANK

Check # 1033 – Philadelphia Insurance D&O Insurance	\$ 1,066.00
Check # 1034 – Rainbow Treecare Landscaping Services	19,200.00
Check # 1035 – Marsha Weidenhammer Plants	153.42
Check # 1036 – Daly Agency Burlington Insurance General Liability Insurance	645.13
Check # 1037 – Merry Keefe Events	291.19

TOTAL EXPENSES **21,355.74**

TOTAL AT HIGHLAND **\$ 5,401.05**

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ATTACHMENT #2

LGA 2011 Income Budget		Totals
Carry Over from 2010	\$4,000	\$4,000
Income		
Individual Contributions	\$21,000	\$21,000
Home Owner Associations		\$7,000
1225 LaSalle	\$1,000	
Loring Green East	\$2,000	
Loring Green West	\$2,000	
Greenway Gables	\$1,000	
1200 On-the-Mall	\$0	
Loring Way	\$1,000	
Business Contributions		\$9,500
Hyatt	\$4,500	
Village Green	\$5,000	
CLPC	\$3,000	\$3,000
New Fund Raising (operating)	\$2,175	\$2,175
Total		\$46,675

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ATTACHMENT # 3

2011 LGA Budget Preparation Worksheet	Budget Item	2010 Budget	2011 Proposed Budget	1st Q 2011 Budget	2nd Q 2011 Budget	3rd Q 2011 Budget	4th Q 2011 Budget
Expenses							
Gardening	Planting consultant	\$800	\$400	\$200	\$200		
	Rainbow Treecare Contract	\$40,560	\$26,300		\$15,800	\$10,500	
	Greenway Plants	\$5,790	\$4,800		\$4,800		
	Replacement plants & shrubs	\$0	\$2,100		\$2,100		
	Gardening Signs/tools	\$600	\$500		\$300	\$200	
	Garden delivery charges	\$110	\$100		\$100		
	Garden Seasonal Accents		\$1,000				\$1,000
	Garden soil treatments		\$1,200	\$100	\$1,000	\$100	
	Garden committee supplies		\$200		\$100	\$50	\$50
	Signs		\$200		\$200		
Total G. Expenses		\$47,860	\$36,800	\$300	\$24,600	\$10,850	\$1,050
Fundraising	Donor Solicitation Materials		\$400	\$400			
	Development Materials	\$0	\$400	\$400			
	Resident Mailing & Printing	\$1,982	\$600	\$600			
Total F. A Expenses		\$1,982	\$1,400	\$1,400			
Communication	Website	\$2,000	\$600	\$150	\$150	\$150	\$150
	Printed Materials						
	Signs						
Total C. Expenses		\$2,000	\$600	\$150	\$150	\$150	\$150
Special Events	Event material & supplies		\$500		\$300	\$200	
	Event Coordination		\$400		\$200	\$200	
	Other		\$300		\$150	\$150	
Total S. E. Expenses		\$0	\$1,200		\$650	\$550	
Insurance	Premiums	\$1,700	\$1,700				\$1,700
Legal, accounting, gov't		\$1,000	\$1,000	\$600	\$200	\$200	
2010 Total Expenses		\$54,542	\$42,700				

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ATTACHMENT 4

**LGA Finance Committee
Role & Responsibilities
November 11, 2010**

Chair:

- Appointed by the LGA Board
- Responsible for calling committee meetings, recording meeting decisions, approving invoices, reviewing expenditure and revenue reports, and reporting to the Board on a quarterly basis.

Members:

- Appointed by the Board
- Responsible for attending meetings, providing expertise, reviewing reports and making recommendations to the Board.

Treasurer:

1. Produce and mail individual personalized donor letters to current donors
2. Collect all contributions weekly
3. Maintain and update lists of donor gifts
4. Provide condo reps with names of new donors and periodic lists of donors from each building for updating purposes
5. Reconcile bank statements monthly
6. Pay all approved invoices to vendors and Board Members
7. Produce Treasurer's Report
8. Produce Financial Report
9. Execute D&O and General Liability insurance policies with insurers
10. Produce and mail individual personalized tax deduction letters to all current donors
11. Prepare Treasurer's report for LGA Annual Report, including list of donors
12. Keeps financial records
13. Execute and file all required governmental forms:
 - IRS 990 Return of Organizational Exempt from Income Tax
 - State of MN Attorney General Annual Report Form
 - State of MN Secretary of State Renewal Form
 - State of MN Certificate of Exemption ST3 to selected vendors
 - IRS 1099 forms to all unincorporated vendors

Meetings: Quarterly, or, as needed

Purpose and Scope of the Committee

- Developing and maintaining policies and procedures including expense reimbursement and contract management
- Drafting the annual budget for Board consideration
- Reviewing quarterly budget, expenditures, projections and bank records
- Reviewing annual reports
- Reviewing bid specifications and contracts. Monitor contracts

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ATTACHMENT # 5

Oktoberfest Wrap-up Report

Draft 11/11/2010

Volunteer Total Hours - 200 hours

Expenses

Litin – balloons and misc

Costco & other food – brauts/buns/condiments

Misc –pumpkins, carrots

Paper/card stock for fliers

TOTAL \$110 (not including banner to be used for all events/occasions)

In-kind Contributions

Hyatt – tables and chairs

Beverages

Paper goods/plates/knives/cups etc

Food

Contributions to entertainers

Things that went well

PR and Communications

Event committee

Weather

Attendance – exceeded expectations

- 125 - 150 people
- All ages
- All buildings

Entertainment – music, juggler

Fun - People chatted, ate, mixed, listened to music

Positive feedback from participants

Suggestions for next year

Better registration and food table organization/more helpers/extra table

Earlier date – weather was key and we were lucky it was nice

A few more tables for those who might want to sit and eat.

Donations to LGA - \$485 donated by those attending