

WESTLAKE EDUCATION FOUNDATION
Minutes of Meeting September 21, 2011

The meeting was called to order by Tom Urich at Porter Library at 7:03 pm

Attendance: Tom Urich, Barb Detwiler, Sally Balch, Laura Cooley, Steve Urich
The minutes of 8/17/11 meeting were reviewed. Sally motioned to accept the minutes and Tom seconded the motion. The minutes were approved as printed.

Tom will contact a potential new member, Joe Kraft.

We reviewed a sample of the Rosemary Center donation letter and form sent to us by Christine. We would potentially send this to type of letter to Westlake businesses.

Sally suggested we solicit gift cards for the on-line auction.
Barb suggested selling gift cards. Some schools sell the Giant Eagle gift cards.

It was suggested that we set up an on-line auction and set up Facebook friends to go on-line to bid. Tom has set up a Facebook page account for the WEF. You can "friend" the WEF. Steve said it is best practice is to send a receipt and acknowledgement of any gift.

Biddingforgood.com – we need to check for procedures to set up an auction. We would have an ongoing auction, not just a one-time auction.

Chamber of Commerce, Town Criers, Kiwanis

Steve passed out a sample letter to obtain sponsors. We would put a link on our website to their website. We will review this and bring up for discussion next month.

It was suggested that we set up a contest to create WEF logo/branding and offer a prize. Laura will contact Deb Gantz, art teacher at the high school to investigate the possibility of senior art students designing the logo.

Barb will check out our Facebook page.
Tom will research businesses and contact the Chamber of Commerce and Kiwanis.

Should we hire a professional grant writer? Acquire a database? Steve will pursue.
How can we stand out?
Again, it was suggested we link local businesses to fund specific grants.
Tom motions to adjourn. Steve seconded the motion.
The meeting was adjourned at 8:10 pm.