

1. CALL TO ORDER:

Kallie Haas called the meeting to order at 6:05pm.

The following members were present: Kallie Haas, Ken Rochau, Paul Cathey, Kristina Haas, Debbie Hermanson, Taija Jenkins Sparkman, Trish Romza, Brian Kowalski, Shawn Killian, and guest speakers Patricia Fontain and Josh Cantres.

2. APPROVAL OF MINUTES:

There were no minutes available at tonight's meeting. The November 2016 and December 2016 meeting minutes will need to be approved in January 2017.

3. NEW BUSINESS/GUEST SPEAKERS:

A. Patricia Fontain from "Patrick Lives on....": Patricia had previously visited the DPFOTP to inform the board of her non-profit. Tonight, she joined the meeting to share that she had her first fundraiser in September, and the non-profit was moving forward. She has a group of Maine East High School juniors helping her to create radio ads for the local high school radio channels, and they are very interested in doing more social justice change. She has scholarships set up at Iroquois School and Maine West High School for low income students. She noted that this school district now has 2-3 gang members in each school, and that the Latin Kings are a heavy presence in the Rosemont area. Her challenge has been getting the word out about her non-profit. Her main fundraiser will be held around September 9th, as it coincides with Patrick's birthday. The board members asked a few questions to Patricia and explained the work this non-profit has been doing. There seems to be a lot of overlap with the work of the 2 non-profits. Patricia does not want to merge, she wants to offer financial assistance to children who need it for summer camps or other programming.

B. Josh Cantres from Des Plaines Park District: Josh had been in contact with Patricia, so he offered information about what the PD Park District is doing for outreach. He noted that getting parents involved or informed of opportunities is their biggest challenge, too. He and Patricia agreed to work with the coordinator at Rosemont to create some collaborative programs for the youth of Rosemont and Des Plaines, particularly in the low-income areas. After Patricia left, Josh explained how the youth soccer program is changing/growing. Instead of being a developmental soccer program, it will become a more comprehensive instructional program. There will be paid coaches who are trained in the art of instruction, not just volunteer coaches. The cost of the soccer program is increasing from \$60.00 to \$100.00 per child, so Josh would like to coordinate with the DPFOTP to help make the increase more affordable to the families who have multiple children enrolled. He offered to print

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- the DPFOTP logo on the soccer jerseys and set up information tables at various soccer nights. Registration began tonight, December 5, 2016; evaluation night is March 6, 2017. The board asked if it was possible to send a mass mailing to the community around Apache Park with the scholarship application (English and Spanish versions) so the neighborhood was informed of financial support. Josh felt that it was doable. Josh has a floor hockey program available each season with about 12-15 youth per session. If the Friends wanted to host a tournament, Josh would be happy to find the space to hold it in. He thinks the kids would enjoy that kind of event at the end of a program session.
- C. Review Cookie Decorating at Winter Wonderland: Feedback was mostly positive about the event. Paul felt everything went smoothly, the set-up was done efficiently, and there were great volunteers during his shifts. The Midwestern University students were a great asset to the event. Taija noted that the reindeer and Christmas tree cookies were a big hit, and they sold out quickly. She also offered a suggestion for the next year: place thank you stickers or labels on the baggies that include our DPFOTP website, Facebook, etc. Kallie noted that when she arrived for her shift on Sunday, there were only high school student volunteers behind the table, and one of the students had cash from the cashbox in his pocket. There needs to be at least 1 Board member present in the room at all times. The board members agreed that once again, the decorating room got very crowded and hot during certain waves of activity. The frosting preparation took 2 hours on the Thursday before the event, but was very successful as there was plenty of product for both days of the Winter Wonderland. The board will try to freeze the leftover frosting to be used during another event in 2017. Selling the cookies for \$2.00 each was a great improvement and this event raised nearly \$900.00 worth of scholarship money. Board members were concerned by the variety of cookie sizes available at this event; can it be more standardized next year? If we can get more donated, instead of paying, would the bakery like us to display their logo for marketing? Another improvement for next year's event is to add more paper towels and add baby wipes into the supplies so kids can wipe the frosting off their hands when they're finished decorating.
- D. Goals for 2017 Approval: The Board reviewed the goals drafted in November 2016. Shawn wanted to edit/revise goal #1 regarding volunteers. He believed the goal should reflect the difference between a member and a volunteer. Other members felt that leaving the goal as written would encourage more people to plan and organize within the board meetings, which would increase volunteerism. The board members unanimously voted to approve the 3 goals for 2017.

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1. DPFOTP will increase monthly meeting attendance by 4 attendees who will attend at least 2 meetings each by December 2017.
2. DPFOTP will raise \$12,000 by December 2017.
3. DPFOTP will develop one (1) new fundraiser by December 2017.

4. OLD BUSINESS:

- A. Treasurer Report and Scholarship Update: Trish provided the updated financial report to the board members. There were no scholarships redeemed in the past one month. The DP Park District was working to reconcile the payment process, and therefore the Board may be ending the 2016 calendar year with around \$14,000. The board discussed using funding for Josh Cantres' request to supplement the soccer program's rate increase. This may account for \$5.00-10.00 per family. The board discussed increasing the amount available per child per calendar year in 2017. They also discussed creating a college scholarship for high school student(s) who volunteer with the DPFOTP multiple times. Further discussion is needed to determine if this is a one-time award or a renewable award, the criteria for this scholarship, etc. It was recommended by multiple board members to save this scholarship opportunity for 2018 so there is appropriate time to draft and review the application. Trish also informed the board that the Fall Fest event earned \$666.66 for the scholarship fund.
- B. Website and Social Media Update: Taija informed the board that she has migrated everything from the old website to the new Word Press website. She presented the edits/revisions/suggestions to the board members based on the feedback she received via email. Everyone who viewed the new website agreed it was beautiful, clean, and very professional. Suggestions/Edits included: rewriting/editing the mission statement and purpose to sound less cumbersome so people don't get lost while reading them; add more information and details about the GITD event on that specific page of the website; add all the 2017 events on the calendar page now so they're easy to access—this means we need to be planned further in advance than month to month; add the DPFOTP monthly meeting dates on the calendar so people know when we meet and are able to attend; is there a way to make the logo larger or place it in additional places; add more photos and caption the photos. Taija noted that she has multiple versions of the Friends logo and each has different font, sizing, etc. She wants to see this standardized. Shawn noted that Gene Haring should have the correct version in his records, so contact needs to be made for that. She also informed the board that this website does have limited space, so the photos need to be updated regularly, and she wants to redirect viewers to the Facebook and Instagram pages for a larger group of photos. Kallie questioned if we

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were allowed to use photos of children on our website and Facebook, and it was determined that at each event, the board would need to display a sign that matches the DP Park District's policy of "Your participation in this event is consent for us to post photos....". This policy will also be posted on our informational pamphlets, fliers, and website.

5. **Next Meeting:** Monday, January 9th, 2017 at the ALC

Items to be discussed- Spring Soccer, Patrick Lives organization, GITD17 sponsor, food, donation requests, communication ideas for scholarship applications, sponsoring a fundraiser at a local restaurant, other fundraising ideas, floor hockey tournament idea, Spring park district upcoming events and participation