



Minutes for JAGs Foundation Board Meeting

Call to Order

A board meeting of Jefferson JAG Foundation was held on Monday, January 7th, 2019 and called to order at 6:02 pm by Board Member Tom Kendall.

Attendees

Members in attendance included: Tom Kendall, Grant Effertz, David Rau, Edgar Madsen, Cathy Currier and Amy Christiansen.

Financials

Edgar did not have an official report, but said that finances were good. We have money in the JAGs account and in the Gaming account. The Gaming payments are going well (payroll, taxes, etc).

Review Organizational Chart and discuss

Marketing Board Position: Tom has spoken with Cyndi Nightengale and college intern about the JAGs marketing needs and their experience. Tom realizes experience matters when trying to find someone to fill that board position.

In order to work with Cyndi, we need to give her a plan / scope of work and ask her to execute. We discussed that JAGs needs a planner to join our group to help us create a marketing plan. Grant commented that we have already asked Cyndi to help but questioned if she has followed through the way we expected.

Dave suggested we hire Cyndi for an extended amount of time to get her engaged.

Cathy and Tom thought that was too long and not defined enough. Cathy said in her previous experience with Cyndi she tends to fall off and a year is too long unless we have a plan and someone who will follow through with her. She suggested a short-term project would be a better fit a this time.

Tom suggested we hire Cyndi for State of the School event and North Star Gaming Grand opening event. Tom will manage this endeavor.

State of the School Event

Date: Tuesday February 19th, 2019 (Tom will check availability of the location)

Location: Bloomington Event Center (formerly Knights of Columbus)

Time: 6:00 – 8:00

Food: Same as last year (Tom will order)

Speaker: Chad Nyberg, Jayson Anderson and a TBD “star” alumni (Tom checking with Kevin Lynch)

Agenda: Tom will work with Chad & Jayson to set up their portion of the agenda and notify Grant so he can add to the flyer.

Questions: We will allow submission of questions during the RSVP (same as last year) so we have knowledge of questions beforehand (so we can vet the questions).

Shirts: We should bring all of our extra t-shirts to give away.

Other: What would be helpful to someone coming to the event who doesn't know anything about the organization? Cathy will write a quick intro for Tom of what would have been helpful to hear last year (a very succinct version of who we are & what we do). We will also have table card with 1) our mission; and 2) how do we accomplish it (fund raising efforts).

Communication: Grant will send an email blast from current contact list and will check on the cost of Peachjar (if free, then use it otherwise we will not)

Gaming Grand Opening Event at Northstar

Date: Tuesday, April 23 (Tom will check availability)

Location: Northstar

Time: 6:00 – 8:00

Food:

Speaker:

Other: Tom wants some sort of activity (not BINGO –too loud and distracting) – he will check on live music or some sort of other game.

Future meetings

It was confirmed that meetings in the future will be the 2nd Monday (going forward) this week was a “fluke”. Tom will ensure the room for meetings on the 2nd Monday going forward & Grant will make sure calendar is correct.

Adjourned

The meeting was adjourned at 7:35