

BEAVER COUNTY EDUCATIONAL TRUST
Board of Trustees Meeting Minutes
Friday August 19, 2022

President Michael Jones called the meeting to order at 11:50 AM

Trustees Present: Daniel Rossi-Keen, Lincoln Kretchmar, Mark Breedlove, Dan Donnelly, Joseph Guarino, Dennis Nichols, Jodi Oliver, Victor Raskovsky, Joe Rubino, Michael Jones, Jim Masterson, David Wytiaz and Jamie Connelly

Trustees Absent: Roger Davis, Todd Todorich, Yvonne Connor and Cristine Wagner-Deitch

Visiting presenter: Maria Paluselli with Provident Charter School

Maria Paluselli, the CEO of Provident Charter School, presented to the trustees about the current location in Troy Hill and the desire to open a second location in the old Quigley Catholic school building in the Ambridge School District. Maria offered Provident Charter School submitted an application in November of 2021 that was denied by Ambridge School District. Maria indicated the plan to resubmit and potentially appeal to the state. Provident currently enrolls 2nd – 8th graders to assist them with dyslexia remediation. Following several suggestions from some trustees of potential avenues into the education arena in Beaver County, Maria requested BCET assist in getting people to complete the survey.

PROCEDURAL ACTIONS:

Motion to approve the minutes of the May 6, 2022 meeting was made by Dennis Nichols, seconded by Lincoln Kretchmar. Motion carried.

Treasurer, Lincoln Kretchmar, presented the Treasurer's report. Reports included the statement of Activities and the statement of financial position. Mark Breedlove motioned for approval. Seconded by Victor Raskovsky. Motion carried.

COMMITTEE REPORTS:

Finance Committee: Lincoln Kretchmar

Lincoln reported were not able to have the finance committee meeting but things are 'status quo.' Mark Breedlove suggested increased communication with Joe Sneizek the portfolio manager from Huntington as was discussed at a previous finance committee meeting.

Marketing Committee: Lincoln Kretchmar

Lincoln reported about the meeting with TrailBlaze. The brand map is complete and a copy was provided to all trustees in the meeting packet materials. TrailBlaze's proposal of next steps was

reviewed starting with the potential partnering with a third party for fundraising. Through a lively discussion it was determined the marketing committee will explore alternate avenues to be discussed at the next board meeting in November. Mark Breedlove questioned the success of the process undergone with TrailBlaze. Lincoln Kretchmar offered the process was successful as those that participated learned much about BCET. Mark Breedlove identified the need to get the whole board to this level of understanding. Michael Jones suggested the last 3 pages of the brand mapping report detailed this learning. It was suggested this be 'homework' for the board to review the last 3 pages of the TrailBlaze brand mapping report. Jamie will send the link to the TrailBlaze information to all trustees. Victor Raskovsky questioned the vagueness of the term 'cultural enrichment' found in the BCET mission statement. A discussion ensued. Michael Jones offered the verbiage was adopted at the May meeting.

Program Committee: Jamie Connelly

Jamie Connelly reported preparing for the fall mailing of Growing with Books. All seems to be on track.

Jamie reviewed the increase funding for Mini-Grants and the change in timing of the grant (mini-grants, STEAM Walks and Story walks) process. Single mini-grants are now eligible for up to \$750.00 and group grants to \$1250.00 for the 22-23 school year. The programs committee would like to fund one IMPACT grant in addition to the mini-grants utilizing the \$5,000 donation from the SHELL Gala. This will be reported to the school districts in conjunction with advertising for the other grants. Applications for all grants will be made available the week of Labor Day, due at the end of September, reviewed in October and paid in November.

There was a lack of interest in the advisory board meeting attempted in August so Jamie will be speaking to the superintendents at their September meeting. She will discuss the upcoming grant application, suggest the development of a bi-annual advisory board and invite each superintendent have a 10-minute meeting with her.

The programs committee hopes to be able to have the BC Works program in spring of 2023. Joe Guarino will help Jamie get this organized.

Jamie also reviewed the development of a formal process for the BCET teacher of the year award being developed.

Fundraising and Event Committee: Dennis Nichols

There was a spreadsheet developed with a list of donors. Multiple donors have been supportive of BCET for many years. Dennis suggested the need to identify new donors. Potentially multiple smaller donors through an associate membership. The committee is still working out the details of this suggestion. Dennis suggested the need for a newsletter. The committee is ironing out the details.

The committee evaluated a list of ideas for fundraising and prioritized six areas of focus.

1. Pursue present and former donors.
2. Pursue new business/corporate donors.
3. Develop dues paying associate members.
4. Pursue donations from charitable foundations.
5. Conduct public events. Possibly two events per year, which would provide income and public recognition for BCET. In addition to the "Coming Together For Education" event, other events might include a golf outing, art contest, a walk/run, a student/athlete recognition event.
6. Pursue new significant size personal donors.

Dan Donnelly spoke about the "Bulldog Fund" which is an EITC fund for individuals.

Dennis Nichols suggested the need of a mental health program and requested the programs committee give this some thought. Mike Jones supported this idea by sharing some thoughts on secondary trauma from the pandemic.

Dan Donnelly suggested the need to get the information from the brand mapping out to the public and hopefully gain some exposure with some new big donors.

Mark Breedlove stated the next step is to focus on what this information means to businesses.

Executive Committee: Michael Jones

Michael Jones revisited the executive committee charter and reviewed the suggested descriptions for the programs committee and the fundraising and event committee.

Victor Raskovsky suggested the addition of the officers to the executive committee charter.

Dennis Nichols made a motion to approve all 3 documents. Lincoln Kretchmar suggested an addition to the programs committee description providing them with the authority to approve grants. Motion was made by Dennis Nichols with this addition. Second by Jim Masterson. Motion carried.

NEW BUSINESS:

Cristine Wagner-Deitch submitted a letter of resignation with the request to remain active on the BCET programs committee. Motion was made by Lincoln Kretchmar to accept this resignation letter with regrets. Second by Joseph Rubino. Jamie Connelly will send a letter of thanks with regrets.

Jamie spoke briefly about Junior Achievement's Biz Town. Jamie will send an invitation to visit when a school from Beaver County is attending.

Dave Wytiaz, Daniel Rossi-Keen and Joe Guarino gave an update on the Beaver County Planning Committee now branding as Flourish Beaver County. Flourish has a job posting for a CEO. The state has approved \$250,000 just waiting to receive the funds. Mark Breedlove questioned the 1-year goal of the organization. Looking for school commitment, looking to establish a county wide scholarship program and to revise the administration of Flourish.

ACKNOWLEDGMENTS:

1. Recognize Lincoln Learning Solutions donations of \$15,000 for Growing with Books and \$30,000 for Mini-Grants.
2. Recognize Shell HERO Program \$800
3. Recognize donation of \$5,000 from the Shell Gala
4. Recognize receipt of \$25,000 ARPA Funds from Beaver County

Adjournment:

Motion to adjourn made by Lincoln Kretchmar, seconded by Dennis Nichols. Motion carried.

Upcoming Meeting Dates:

Executive Committee
September 1, 2022
10:00 am
Zoom

Board of Trustees:
November 11, 2022 (date changed to May 6, 2022)
11:45
Wooden Angel