

## **MMF Meeting Minutes - August 5, 2024**

Organizational Meeting of the Meixner Memorial Foundation (MMF) called to order at 5:03 pm at Hogan School of Real Estate

Present: Larry Fisher (via Zoom), Erika Gallo, Michael Geddis, Jim Hogan, Deirdre LaRochelle, Kathleen Meixner, Susanne Shields, Gary Woodard

Unable to attend: Margaret Meixner

### **Nomination and Approval of Board Officers**

President - Kathleen nominated Michael, Susanne seconded, unanimously approved

Vice President - Susanne nominated Gary, Deirdre seconded, unanimously approved

Secretary - Michael nominated Kathleen, Jim seconded, unanimously approved

Treasurer - Gary nominated Erika, Michael seconded, unanimously approved

Voting Directors on the Board: Larry Fisher, Erika Gallo, Michael Geddis, Jim Hogan, Deirdre LaRochelle, Kathleen Meixner, Margaret Meixner, Susanne Shields, Gary Woodard

### **Foundation Documents**

- Voting members of the Board of Directors received the Articles of Incorporation, the Bylaws, the Vision, Mission and Intentions, and the Conflict of Interest Statement prior to this organizational meeting for review.
- Michael motioned to approve the Articles of Incorporation, Susanne seconded, unanimously approved.
- Gary motioned to approve the Bylaws, Jim seconded, unanimously approved.
- Those in person submitted signed Conflict of Interest Statements to Michael. Those who could not be present in person will submit wet copies of the signed Conflict of Interest statement either in person in the future, or via mail.
- Michael and Kathleen will meet with lawyer Steve Bosse to review the foundation documents tomorrow, August 6th.

### **Treasurer Operating Procedures**

- Michael will send out Treasurer Operating Procedures this week to the whole Board for review.
- It sets spending limits, and provisions to honor donor requests with full transparency with four categories:

Meixner Grant

Meixner Incoming Student Award

Meixner Graduating Student Award

Non-designated donation

- Three tiers of the foundation funds:

Tier 1 - Day to day operating account. Erika can choose where she would like to do this.

Tier 2 - Short term account to meet budget items such as Student Awards.

Tier 3 - Long-term fund locked up to invest for the future.

- A separate document of operating procedures for fundraising will be created, to differentiate from the Treasurer Operating Procedures.

## Discussion about Fundraising

- Michael motioned to form a fundraising committee, Gary seconded, unanimously approved.
- Michael - Asked if someone would like to lead the committee. Susanne volunteered to lead the committee. Gary, Deirdre, Jim, and Kathleen all expressed interest in supporting this committee.
- Susanne - named possible donors and recommended getting letters of support as part of the fundraising effort.
- Gary - suggested making a list of fundraising areas/people, and then determine who would ideally approach each contact.
- Erika - suggested a stakeholder brainstorming session.
- Michael - use of a spreadsheet to organize the brainstorming would be helpful. After the meeting, Kathleen noted that we have a spreadsheet started in our shared Google Drive called MMF Contacts which includes categories such as advocates and possible donors.
- Jim - expressed an interest in receiving some education about water issues and how they affect our community locally and regionally.
- Kathleen - indicated she would also like similar education to support her ability to be an effective fundraiser.
- Susanne - inviting subject matter experts to our meetings could be beneficial for our own education, and as an opportunity for fundraising.
- Michael - stated that educational information on the website will be part of the fundraising strategy.
- Susanne - will provide links/information to support the education component of the website.
- Gary - indicated that Dr. Ty Ferre's powerpoint about the program which he shared with Montgomery and Associates would be valuable to include on the website.
- Gary - looked into the possibility of the MMF being a qualifying organization for the Arizona Charitable Tax Credit donation, and shared that the organization will not meet the criteria.
- Deirdre - shared that ECAP might be an opportunity to spread the word about the MMF.
- Susanne - indicated that press coverage/connections would be helpful with fundraising.
- Jim - asking non-experts about their concerns about water would be an opportunity for a social media strategy which could lead to a fundraising ask.

## Marketing Tools

- Website
  - Gary will talk with Drew Woodard regarding the website
  - Gary and Kathleen will meet to discuss the website.
- Logo/Letterhead
  - Deirdre inquired about a logo/letterhead, and indicated that she will ask both work and personal connections to see if it would be possible to design templates for the foundation.

**Next meeting - 9/9/2024 at 5 pm at Hogan School of Real Estate - focus will be stakeholder brainstorming.**

Jim motioned to adjourn the meeting at 5:58 pm, Michael seconded, unanimously approved.

Kathleen Meixner

Date: August 5, 2024

Kathleen Meixner, Secretary, Meixner Memorial Foundation