

Rochester Sports Foundation Minutes (5-21-20)

The meeting was held via Zoom-conference and called to order by Terry at 12:08 with Board members: Kreg Kauffman, Chris Terry, Joe Powers, Doug Holtan and Carole Shulman present.

The group reviewed the agenda, minutes and financials. There were no questions or comments. *Shulman moved and Kauffman seconded to approve the minutes, it passed.* Hruska reviewed the financials and reported the only activity was an installment payment to MLT for the web build and noted the Investment Account was down over \$8K during the economic downturn. *Powers moved and Holtan seconded to approve the financials as were reported in the packet, and that passed.*

Terry reviewed the Timeline handout and the group was supportive of the goals. The group also discussed funding for the Grant program – it was agreed to revisit it in July.

At 12:16 Sheila Kiscaden and Patrick Sexton joined the Zoom to update the board on the Graham Park initiative. The group was asked by Kiscaden for their support to the initiative. They discussed some thoughts on the location and effort and agreed that we will discuss and get back to them.

Emily from MLT joined the meeting to update the board and reviewed the web page layout. She shared the design and recent revisions as requested by the group. She reformatted the page reflecting the past/present/future and other changes. Hruska added the logo can easily be changed once it is finalized. He noted the wordage on the donate page reflects we are a 501C3 for donations. Holtan stated he liked it – very clear. Terry asked about updating the site. Emily stated it is built in WordPress so it is very user friendly so staff can update it in most cases. Kauffman uses WordPress and agreed it is user friendly. She also added they will start the build with a “dev” site for our review. Once approved it will be made live. If the design is approved now, they can get the site up and ready by mid-June. Shulman added she would like to see more female/diversity photos into the web site and it was agreed a variety of sports should be used. Emily stated they will use stock photos for our agreement. Kauffman mentioned adding photos from non-traditional sports would be good. She asked if the group was good with the layout so they can move forward – it was unanimously supported so MLT will move forward.

Hruska went over the board input summary and stated it provides direction moving forward. Terry thanked the group for their input in this process. Hruska added that he had received feedback from the group on the RS PowerPoint.

Future locations for a meeting were discussed once we can legally meet in person. Powers stated he has several options available. Terry updated the group on the current logo work being performed by Tracy Tapp at an agreed fee of \$650 – which the board approved unanimously.

Adjourned at 1:01 PM

Next meeting date: June 25th