

## **Rochester Sports Foundation Annual Meeting Minutes (1-28-21)**

The meeting was called to order by President Terry at 12:01 PM. Board members: Kreg Kauffman, Chris Terry, Joe Powers, Doug Holtan and Carole Shulman were present.

The December 3<sup>rd</sup>, 2020 minutes were reviewed and discussed, *Kauffman moved, Power's seconded and the motion approved unanimously.*

Hruska recapped the Statement of Activities. Hruska reported the 2020 year went well and finished more profitable than budgeted mainly due to the success of the Investment Account. *Kauffman moved - Powers seconded approval of the report as shared – which passes unanimously.*

Kauffman went over the Fundraising Policy that he and others have been working on the past few months. The group was supportive of the policy and voted to approve with Kauffman moving, Holtan seconding and it passing unanimously. The group agreed the entire policy should be added to the web site which Hruska will work with MLT Group to get this done.

Terry moved into the workshop agenda and the group discussed several key items including short- and long-term goals for the organization. It was agreed that the RSF should focus on attracting and supporting key projects that bring a value to the community as far as recreational and economic benefits but do not rely on the government and tax payers to fund them. Three major projects were agreed as a focus with properties such as Graham Park/Seneca site, the PB site and Mayo Field as the main locations that would be the best areas for improvements and development. In addition – the group felt assisting local groups with needs would be dealt with in an individual review as they come forward. Immediate challenges moving forward would be the task of getting the organization's mission out to local and national interests in hopes of attracting interest in sports facility development in the Rochester community.

The Board reviewed the Marketing Plan and was supportive of the details that were presented. All agreed we may have to adjust some areas as we progress but that the plan was very well laid out. Hruska reported that we will be adding Keeley Hruska as a PT contract employee to help us in the social media aspect of the plan. These costs are included as part of the 2021 approved marketing budget.

The group discussed the launching of the web site and items to cover before it is done. Kauffman noted that he felt it was important for us to get the Fundraising Policy finalized and added to the site as well as the current future project drawings we have some facility drawings and details added. Hruska suggested we share the web site now with those interested for feedback and review everything at the February meeting for a final decision to go live. Terry added he will get us the drawings we are waiting for soon. Holtan added that he likes what we have done and could support it going live at any time – and Shulman agreed.

The group took a picture before departing. Shulman moved for adjournment – Holtan seconded and the meeting concluded at 1:32 PM.

Next meeting date: February 25th, 2021