

ROCKY KNOLL HEALTH CARE CENTER FOUNDATION MINUTES

Rocky Knoll Health Care Center
N7135 Rocky Knoll Parkway
Plymouth, WI 53073
Shah West Conference Room

October 3, 2016

Called to Order: 3:30 PM

Adjourned: 4:50 PM

MEMBERS PRESENT: Charlie Conrardy, Dale Pauls, Linda Laible, Richard Bemis, Bernie Nowicki, Rachelle Valleskey (via phone), Jeremy Fredericks, Cindy Stevens

MEMBERS ABSENT: Ron Becker, Denis Schmideler, Brian Hoffmann

OTHERS PRESENT: None

Mr. Conrardy called the meeting to order at 3:30 PM. It was noted that the agenda was posted on September 21st, 2016 at 1:15 pm in compliance with the Open Meeting Law.

Linda Laible made a motion to approve the minutes from the meeting on August 22nd, 2016. Motion was seconded by Richard Bemis. Motion carried.

A Request for Release of Foundation Funds in the amount of \$200.00 was received from Cindy Stevens for the purchase of 40 Chicken Soup for the Soul – Joy of Christmas books to be sold at the Foundation's "Jolly Holiday" event. Bernie Nowicki made a motion to approve the Request, seconded by Richard Bemis. Motion carried.

Cindy informed the committee that at the present time she had received Merchant agreements and payment for 23 vendors for the Jolly Holiday event, and had promised booth space to two vendors at no charge. The no-charge vendors include one table for the residents to sell their wares, and one table for our resident author who had a story published in the Chicken Soup for the Soul – Joy of Christmas book. She would love to do a book-signing at the event. Previously the committee had agreed to hold the event if they had a minimum of 20 vendors. We have exceeded that number and it was agreed to move forward with holding the event.

Rachelle had obtained pricing from the County printing office for color copy flyers and business cards to help promote the event. Flyers printed on 28# paper in color would be .19 each or \$95 for 500. Business Cards would be \$15.97 for 500 cards. Rachelle suggested that we insert a flyer advertising the event to go out with the monthly resident billing. The insert could be printed on regular copy paper. It was agreed that this would be a great opportunity to get the word out with little added expense. After much discussion about the possibility of printing the flyers on Rocky Knoll copiers, or using a lighter weight paper to save on expense, it was decided to have Cindy investigate if there would be any savings to these options. It was decided to print 150 flyers on regular copy paper and 350 on a heavier paper for posting throughout the community. The committee gave Cindy the approval to finalize the printing order using her discretion after considering all the options and costs. She will notify members when the flyers are printed and ready for distribution. She will mail 20 business cards to each vendor that they can distribute to their customers.

Linda Laible reviewed the advertising options she had presented at the last meeting. At that time, the Board was leaning towards advertising in the "Plymouth Review" to go out on Thursday, October 27th and in the "Extra" which would go out on Tuesday, October 25th. The cost for the two circulations would be \$300.00. Bernie Nowicki made a motion to authorize spending \$300.00 for said advertising. Motion was seconded by Richard Bemis. Motion carried.

Cindy informed the Board that The Breeze radio would be willing to substitute Rocky Knoll's current radio ads with ads promoting the Jolly Holiday event at no charge. They would run the ads from October 12th – 29th three times a day at the same time slots as the current ads. This idea was very agreeable with everyone. Thank you Breeze radio and Pam Zastrow for making this happen!

Other details about the upcoming event were discussed; food being served by the Women's Guild, work to be done on the day before for setting up, supplies needed for signage and putting together raffle baskets, the need for everyone to make themselves available to help out on Friday and Saturday. Dale made a motion to allow Cindy to purchase supplies needed for the event, seconded by Bernie. Motion carried.

The Board agreed to table discussion on the topic of the Continuing Education Tuition Reimbursement Program until our next meeting.

Jeremy Fredericks presented the Financial report. There were no questions. Bernie Nowicki made a motion to accept the Financial report, seconded by Dale Pauls. Motion carried.

Dale Pauls spoke to the Board about a letter he and Linda Laible had drafted to be sent out to past residents and their family members as an end of year fundraiser. The letter thanks them for their past support and asks them to consider an end of year donation. As the meeting had already run late, it was decided to continue reviewing the letter at our next meeting.

Richard Bemis made a motion to adjourn, seconded by Bernie Nowicki. Motion carried. The meeting was adjourned at 4:50 pm.

The next Foundation Meeting will be held October 24th, 2016 at 3:30 pm at Rocky Knoll Health Care Center in the Shah West Conference room.

Cindy Stevens
Recording Secretary