

HIGHLAND COMMUNITY FOUNDATION
MINUTES OF MAY 21, 2012 BOARD MEETING

ROLL CALL

All members of the board (Jim Dal Santo, Adam Gawlikowski, Richard Krooswyk, Terry Krooswyk, Cecile Petro, Pat Popa, Richard Underkofler and Bill Vargo) were present at the 5:15 PM scheduled start of the meeting in the upstairs conference room of the corporate offices of Strack & VanTil, 2244 45th Street, Highland, Indiana. Former Board Members Keith Bruxvoort and Lance Ryskamp were also present for a group photo of current and photo board members taken by Bernie Zeman of Timeless Images. Keith and Lance left the meeting after the photo was taken. Jim Dal Santo left the meeting after the discussion of logo and website development concluded.

APPROVAL OF MINUTES

Adam Gawlikowski made a motion to approve minutes of the board meeting held March 5, 2012. Jim Dal Santo seconded the motion. The motion carried by unanimous consent.

STATUS OF INTIAL PROJECT - a landscape improvement of the vacant lot owned by BP Pipelines at the southeast corner of the intersection of 45th and 5th Streets.

- Project Concept Plan Option "E" was selected by the Highland Park Board at a May 17, 2012 meeting. Adam Gawlikowski attended the May 17th meeting. Cecile Petro, Richard Underkofler and Melissa Mravec attended a work study session two weeks earlier to present the concept plan options.
- Richard Krooswyk made a motion, seconded by Pat Popa, to postpone seeking a variance from the Town's Sign Code for a digital message center sign at the site of the project. BP Foundation reported more funding will NOT be forthcoming for the Project. A sign has been identified as the Board's last priority, if our fund raising campaign falls short of goal.
- Adam Gawlikowski made a motion, seconded by Bill Vargo, to authorize Richard Underkofler to formulate a solicitation for competitive proposals from professional surveyors to identify the precise location of the BP gas pipeline, water and electric utilities; boundary and topographic elevation characteristics of the site. A survey is needed to enable future design/build contractors to estimate the quantity of fill material and subcontractor costs for utility extensions in preparing bids for the project. BP will not allow electrical service conduit or water service pipes to cross the gas pipeline. Service will be needed from two locations, if electric and water irrigation service will be provided to landscape improvement features on both sides of the pipeline easement. This would be a professional service contract awarded by the Highland Parks & Recreation Department. Funding would be provided from funds donated by the BP Foundation that were deposited in a Town of Highland Park Capital Project Fund.
- Terry Krooswyk reported the CEO of Northwest Indiana Community Foundation, Inc. appreciated the thank you note he and the Legacy Foundation sent for its contribution to the project. Terry inquired if a thank you had been sent to BP Foundation. Cecile Petro volunteered to write and send Tom Keilman a thank you note for his help in securing the grant from BP.

STATUS OF LOGO AND WEBSITE DEVELOPMENT

- Board members reviewed and articulated no comment on a final project report on sources and uses of a Legacy Foundation "Make it Happen" grant. The project was completed April 25, 2012.

\$1,675.99 was expended for the project for services provided by: Purdue Calumet Intern Heather Parker for website development; Artist Tim Krooswyk for logo design; and three-year accounts established with GoDaddy.com for domain registration, SSL and website hosting. Costs over the \$1,000 grant received were financed by board member contributions. The report concluded, "Acceptance of the website design by our governing board will be the final measure whether we have been successful in achieving the outcome desired. If more design changes are desired by our board (including an online contribution function), our student intern will continue to work with us @ \$12/hour to make revisions as they may be directed by the board."

- The Board discussed and provided direction on desired website design changes. Changes will be made to generally emulate copy approved for the fund raising brochure until we get more acceptable photos.

PRINTED MATERIALS

- The board reviewed and discussed the status of work for the procurement and design of printed materials. Low bidder CJ Printing was awarded a printing procurement after quotes were sought from two printers domiciled in Highland.

Item	CJ Printing	Baxter Printing
Letterhead stationary (2K)	\$ 223.00	\$ 250.00
Envelopes (2K)	236.50	335.00
Brochure (7 K)	1,083.00	1,120.00
Flyer (10 K)	825.00	900.00
Total	\$2,367.50	\$2,605.00
Alternate Quotes for Brochure @ 10 K	\$ 1,383	\$1,300

A majority of the board desires to acquire just 7,000 brochures. We may subsequently desire to change its character for new projects, board members, etc.

- Envelops & Letterhead: After reviewing CJ Printing proofs, the board decided to change the design of our envelopes and letterhead by changing the tagline beneath the logo and our mailing address. The alignment of the logo appeared to be offset because it had a white border. Logo designer Tim Krooswyk provided a borderless, high-resolution version of the image with a new tagline, "Celebrating Highland's Legacy". We intended to use Town Hall as our mailing address, but subsequently decided to rent a post office box so we may appear more independent of the town government. Our mailing address is now P.O. Box 1783, Highland, IN 46322-0783.
- Brochure: A fourth version of a draft fund raising brochure was included with the agenda documents for board review. The board directed several more changes as shown on a fifth version attached to these minutes. A proof of the brochure will be forwarded for board review after we've received the photo of current and former board members and a color image of the concept design plan for the initial project.

OTHER AGENDA TOPICS Several members reported they didn't have time to consider the remainder of topics identified on the published agenda. These topics were not discussed:

- Discuss and authorize expenditures incidental to special events to kick-off our fund raising campaign
- Establish a fiscal year and adopt a budget for the fiscal year that begins July 1, 2012

- Identify more persons to be recruited for expanding board membership

NEXT MEETING

A special board meeting will be scheduled for a 4:30 PM start on June 4, 2012. It will be held at the Strack & VanTil conference room unless notice is given of an alternate location.

Topics for Next Meeting Agenda

1. Discuss and authorize expenditures incidental to board fund raising suggestions.
2. Adopt a budget for the fiscal year that begins July 1, 2012.
Reminder: Annual board member contributions should be made by June 30th to be booked in the current fiscal year. Donations in the current fiscal year have been reported from Jim Dal Santo, Adam Gawlikowski d/b/a Applied Leadership Services, Inc., Terry Krooswyk and Richard Underkofler.
3. Identify more persons to be recruited for expanding board membership

ADJOURNMENT: Adjournment was approved by general consent at 7:30 PM.

Respectfully submitted,

Cecile Petro, Secretary



Celebrating Highland's Legacy

Highland Community Foundation . . .

Connecting people with causes that improve the quality of life in our community. The foundation needs donors like you who want to advance community projects in our town. Your support will contribute to creating a permanent legacy in Highland.

Goal

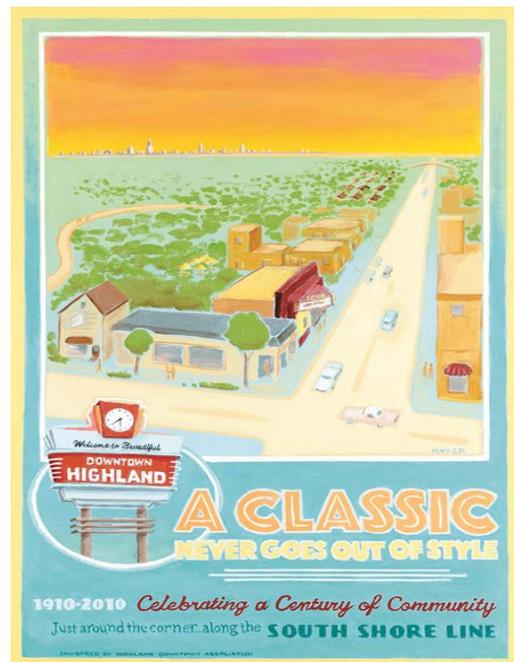
Our fund raising goal is \$500,000; \$350,000 within five years to capitalize an endowment fund from which only interest income will be expended for philanthropic uses plus \$150,000 within one year for a highly visible initial capital improvement project. Donors may contribute to either fund or to another donor advised use.

Our initial project is a landscape improvement to develop a small park on a vacant lot owned by BP Pipelines at the southeast corner of the intersection of 45th and 5th Streets. The concept design plan anticipates passive use of the site. Installation of curb and gutter and sidewalk along 5th Street, low maintenance landscaping, a public art feature and a digital LED message center sign to give notice of community events are improvements that have been suggested for this parcel.

Make a Contribution

To make a donation by mail, please make a check payable to *Highland Community Fund* or to *Highland Community Fund Endowment*. Mail it to Legacy Foundation, 1000 East 80th Place, North Tower #402, Merrillville, IN 46410.

To make a secure online donation, go to www.legacyfdn.org and click on "Donate Now". After entering your donation amount, debit or credit card information, please direct your contribution to one of our funds.



A limited number of this Highland Centennial South Shore Arts Poster has been donated by the former Highland Downtown Association. They are available for purchase at Hoosier Highlander. Signed copies by Artist Judith Mayer, who donated this image, are \$50; unsigned copies are \$35. All sales proceeds are pledged to costs of our initial project.

About Our Foundation

The suggestion to organize a community foundation was first presented in 2006 as an objective of the Town of Highland's Strategic Plan. It read, "Establish a relationship with a community foundation, such as the Legacy Foundation, to enable persons to make tax deductible contributions to help underwrite costs of the capital improvement program". Shortly thereafter, state shared revenues with the Town began to decline. Special legislation imposed on Lake County mandated a freeze on local property tax levies unless the County enacts a county income tax.

In 2010, volunteers were asked to serve on an exploratory committee to research and potentially organize a community foundation to enable funding for projects and programs the Town could no longer afford. The committee of community-minded volunteers met over a term of nine months.

At a meeting held February 25, 2011, the foundation was organized by the adoption of bylaws, initial board members were identified, officers were elected and agreements with Legacy Foundation were approved for the professional management, investment, accounting and reporting of our funds. Legacy Foundation is an Indiana nonprofit corporation exempt from federal income taxes under IRS Code 501(c)(3).

All board members are uncompensated volunteers; we have no paid staff. All board members make annual donations for the operating expense of our foundation.



High Resolution Photo of Current and Former Board Members

Photo donated by Timeless Images

Current Board Members

Jim Dal Santo
Adam Gawlikowski
Richard Krooswyk
Terry Krooswyk
Cecile Petro
Pat Popa
Richard Underkofler
Bill Vargo

Former Board Members

Keith Bruxvoort
Lance Ryskamp

High Resolution Color Image of Concept Design Plan

By

Allen Landscape in Highland, LLC

Landscape Orientation

The Idea Behind Our Logo

The concept for the Highland Community Foundation logo was inspired simply by the word "community".

As artist Tim Krooswyk of Krooswyk Design thought about the word, and the types of things that bring people together, celebration came across as the overwhelming theme. In merging the ideas of celebration and community, and pondering hometown America in general, certain imagery came to mind.

Fireworks!

Highland has a tradition of beautiful fireworks displays at both Independence Day and, since the nineties, on New Year's Eve. It is that beacon of freedom that brings people together.

The Highland Community Foundation was formed with the vision of bringing people together for a specific purpose, to show pride in our town, and to continually improve life within our community.

The fireworks symbol will serve as a reminder of how residents need to come together for the common goal of maintaining and advancing the Town of Highland for current and future generations.

The Highland Community Foundation will serve up a permanent celebration that will "excite" our residents to donate as they seek to support causes that will improve the quality of life in our community.



A Small Gift Can Benefit Generations

While we all have current demands on our resources and concerns about future needs like health care or retirement income, a small or modest gift can help establish an enduring legacy. Send your gift of \$100, \$50, or even \$25 to support your community through work of Highland Community Foundation.

Consider a Gift of a Retirement Plan Asset or Life Insurance

Beneficiary-designation forms make giving easy. Tax-deferred retirement plan assets and life insurance policies are two of the simplest assets to donate. Contact the administrator of your retirement plan or your insurance carrier and request a new beneficiary-designation form. You may direct that our foundation may receive a donation by simply adding the Legacy Foundation Highland Community Fund and Legacy Foundation's taxpayer I.D. number (35-1872803) to the form and signing your name. To discuss your charitable giving options with a Legacy Foundation representative, please call 219.736.1880 or email ceo@legacyfdn.org.