Members Present: Nick Hegarty, Tim Swedean, Doug Skinner, Fr. Terry Roder, Fr. Brad Pelzel, Rick Bertrand, Jacki Kelly, Dan Kriener, Fr. David Esquiliano, Jennifer Rose-Bass

Members Absent: Fr. David Hemann, Bridget Breen, Luis Villalobos, Melissa Uhl

Staff Present: John Flanery, Jeanette Frey, Tom Betz, Marisa O'Connell

Business

1. Opening Prayer – 5:00 p.m. led by Fr. Terry Roder

2. Approval of September 21, 2021 board meeting minutes
   Motion by Fr. Brad Pelzel; Seconded by Tim Swedean
   All in favor: Aye

3. Tom Betz – Advancement Report
   o Gold Club
     ▪ Goal - $160,000
     ▪ Year to date - $151,053
     ▪ Exceeded previous year by $18,000
     ▪ Golf Outing - successful
     ▪ Gold Club Fall Kick-Off
       ▪ Turn-out was down-not as successful as anticipated
       ▪ Will review how to proceed with next year’s event to ensure better attendance
   o Siouxland Big Give
     ▪ Goal $18,000
     ▪ Raised $18,640 (#1 in community)
     ▪ Funds to go towards Crusader Courtyard – funds usually go to Annual Fund, but this year the funds will go towards Pride 1 debt
   o Annual Fund
     ▪ Brochure “History of Heelan” will be mailed this week
     ▪ Brochure introduces “Bishop Edmond Heelan Founders Society” – anyone that gives $1949 or more will receive annual Founders Society gift and invitation to a special event
     ▪ Prenger came in to help with social media – during last 3 years donor dollar amounts have increased
   o John and Tom will travel to Kansas City on 10/20/21, for an alumni event. They will travel to Omaha next week to meet with donors
   o Patty Considine McClintock has been hired to manage Annual Fund and Auction. She starts on October 26, 2021.
o MLTF Report
  ▪ Goal $718,777
  ▪ Raised year to date $162,478

o Legacy Society
  ▪ Establishing that BHCS will be left in your will
  ▪ Currently have 57 living members; goal is to add 20 more per year
  ▪ 1949-Present - $3,996,843 received in estate gifts

o “Crusendo Solutions” – Planned Giving
  ▪ Company looks at our website regarding our planned giving opportunities
  ▪ Annual contract with company is around $5000

o Plus-One Campaign
  ▪ Pride Goal
    • $5,000,000 10 years
    • $500,000 annually
    • Implement “Gifting Challenges”
    • Significant “asks” have been made of individuals
    • Pending tax laws could impact any “asks”
    • Insurance policies and farmland used as “gifts”

4. President's Report
o Covid Update
  ▪ Student numbers are low
  ▪ Mater Dei had 4 teachers out with covid
  ▪ High School had nearly 10% illness rate for 2 days not Covid related (RSV, sinus, strep) – if we had hit this percentage, we would have needed to contact Siouxland District Health

o Enrollment
  ▪ Tuition Model Committee will be meeting
  ▪ Add Rick Bertrand to list of committee members

o Youth Athletics – We Are Heelan
  ▪ Parental meeting on November 3rd to discuss winter sports program expectations
  ▪ AD’s, John Flanery, Fr. Shane will speak with parents
  ▪ Involve high school Athletic Directors and varsity coaching staff with system wide recruitment of athletes from elementary and up

o Diversity Committee and Tech Committee
  ▪ Reconvene in November
  ▪ High school and elementary groups

o Emergency Connectivity Fund
  ▪ BHCS will receive $145,280 (for devices only)

5. Sub-Committee Reports
a. Academics
  ▪ No update at this time

b. Catholic Identity
  ▪ Pro-life month - Crusaders for Life will be doing some events at Mary's shelter
  ▪ Middle school retreat in Carroll, IA for forty 7th & 8th graders
  ▪ Bible studies on Thursdays – Lexie will be having more of these sessions
  ▪ Rick Bertrand to be added to list of committee members (meet on Tuesdays)

c. Enrollment & Marketing
  ▪ Kemesse Festival (no expense) raised $2700
  ▪ Create a “task force” for next year’s Kemesse Festival
  ▪ Homecoming program was not well received – need to revamp for next year (perhaps move parade time back for better attendance)
  ▪ Win/Win marketing update through PTO/PTA to maintain guidelines and consistency
o Kris Brown and Kerry Hope joined the Enrollment and Marketing committee
o Fyi…Goal to look like one unified school system, our high school and elementary plaids should match – will work on this process
d. Finance
  o Director of Lunch Program
    ▪ Have 8 applicants – Yvette will be reaching out to do preliminary calls this week
  o 75 letters mailed to inactive accounts regarding tuition payments
  o Will mail letters to 85-90 active students this week requesting meetings to do payment plans
  o Currently have 45 payment plans for total of $585,000
  o As of 6/30/21, collected $367,800
  o Auditors
    ▪ Will be gathering more information for auditors
    ▪ Feedback so far has been encouraging
    ▪ Finance Committee to meet with auditors to discuss “Ongoing Concern Opinion” status
    ▪ Jeanette to get a “Covenant Waiver” from Diocese for an extension to December 30, 2021
e. Leadership & Governance
  o No update at this time
6. Other Business
  o John to forward email to Board regarding meeting on November 8, 2021 at 5:00 p.m.
  o at the Administration building to meet with Meitler Group
  o Jake Weist and Joe Meyer are National Merit Semi-Finalists
7. Motion to Adjourn
  o Motion to adjourn – Fr. Brad Pelzel
  o Seconded – Tim Swedean

Next meeting Tuesday, November 16, 2021, at 5:00 p.m.