



Board of Education Meeting Minutes
Tuesday, October 19, 2021
Administration Office

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
 - 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
 - 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
 - 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
 - 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
 - Patty Considine McClintock has been hired to manage Annual Fund and Auction. She starts on October 26, 2021.

- MLTF Report
 - Goal \$718,777
 - Raised year to date \$162,478
- 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
- “Crusendo Solutions” – Planned Giving
 - Company looks at our website regarding our planned giving opportunities
 - Annual contract with company is around \$5000
- 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

- 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
- Enrollment
 - Tuition Model Committee will be meeting
 - Add Rick Bertrand to list of committee members
- 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
- Diversity Committee and Tech Committee
 - Reconvene in November
 - High school and elementary groups
- 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

- Kris Brown and Kerry Hope joined the Enrollment and Marketing committee
 - Fyi...Goal to look like one unified school system, our high school and elementary plaids should match – will work on this process
- d. Finance
- Director of Lunch Program
 - Have 8 applicants – Yvette will be reaching out to do preliminary calls this week
 - 75 letters mailed to inactive accounts regarding tuition payments
 - Will mail letters to 85-90 active students this week requesting meetings to do payment plans
 - Currently have 45 payment plans for total of \$585,000
 - As of 6/30/21, collected \$367,800
 - 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
- No update at this time
6. Other Business
- John to forward email to Board regarding meeting on November 8, 2021 at 5:00 p.m. at the Administration building to meet with Meitler Group
 - Jake Weist and Joe Meyer are National Merit Semi-Finalists
7. Motion to Adjourn
- Motion to adjourn – Fr. Brad Pelzel
 - Seconded – Tim Swedean

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