

Minutes of February 24, 2009 Special Board Meeting

Board Members Present:

Paul Baer
Chris Gray
Kurt Wehrle
Mike Harter (arrived 7:13)
Marvin Meddows

Administrators Present:

Harry Cavanaugh
Leigh Jackson
Karen Buehler
Christie Johnson

Members Absent:

Sue DeLorme
Gary Haas

The meeting was called to order by President Paul Baer at 7 p.m.

The focus of the meeting was to continue the discussion of the marketing plan with Herb Voss of 1187 Creative. Mr. Voss reviewed the events of the last meeting at which the components of the sponsorship program were presented as well as an explanation of the valuation process.

This was followed by an outline of the partnership program and development and implementation. Preliminary partners were discussed, characterized, and identified. These are the partners who are accustomed to participating or creating sponsorship projects, individuals/businesses who may be able to help mold the program by bringing additional ideas and assets. These are the people who are more likely to be able to commit to the program without it being completely designed. Some of the preliminary partners identified include The City of Lebanon, Scott Air Force Base, McKendree University, the Chamber of Commerce, District 9 vendors, and fraternal organizations. Various group members volunteered to make the initial contact with specific businesses.

A possible timeline for implementation was discussed. Meetings with preliminary partners will be scheduled for the week of March 9, with secondary prospect meetings held the week of March 23. Roundtable brainstorm sessions will be held the week of April 13, with the actual marketing campaign targeted to begin on May 4.

A mission statement and project title were discussed. Several suggestions were made for consideration by the group. Mr. Voss indicated that he would take these suggestions and rewrite the statement for the board's consideration at the next meeting.

After a tour of the buildings to investigate the complaints made by some of the Lebanon Elementary teachers, the meeting was adjourned at 10 p.m.

Paul C. Baer, President

Harry Cavanaugh, Secretary Pro Tem