

Lewis and Clark County Fairgrounds – Foundation Meeting Minutes
March 23, 2022 – 12:30 pm
98 W. Custer Ave., Helena MT 59602

Attendees:

Board members: Phil Porrini, Greg Pace, Jo Young, Mike Murray, Mark Menke, Dave Duffy, Robert LaRue

Staff: Kevin Tenney, Logan Gustafson, Sandy McIntyre

Lewis and Clark County Commissioner: Tom Rolfe

Mark Menke, called the meeting to order at 12:44 pm.

Approval of Minutes:

There were no corrections or additions to the February 23, 2022 minutes. Mike Murray motioned to approve the February 23, 2022 minutes, Greg Pace seconded the motion. Motion passed unanimously.

Financial Report:

- Mark Menke said financials have not changed since the February 23, 2022 meeting.
- Mark Menke opened the floor to questions and discussion about financials.
 - Phil Porrini asked why there had been a decrease in membership income.
 - Mark Menke commented that it could be tied to the timing of the previous membership appeal mailing as well as economic impact of the Covid pandemic.

Review of Draft 2022 Fundraising Letter:

- Mark Menke opened the floor to discussion about the Foundation's spring fundraising letter, and suggested looking at incentives/benefits and a better return on investment.
- Kevin Tenney stated that concert tickets cannot be used for incentives/benefits. He also mentioned that about 60% of the rodeo tickets given as Foundation donor benefits are not used.
- Phil Porrini suggested adding Cool Alley posters for sale to the membership form, or adding them as a benefit for higher level donors, noting that the posters cost much less than rodeo tickets.
- It was agreed upon to use the Cool Alley poster as logo on Foundation letterhead and envelopes, replacing the rocket ship logo previously used.
- After reviewing the membership levels and usual donation amounts, it was agreed that the 2022 amounts be:
 - Personal Annual Membership
 - Individual/Family - \$60
 - Community - \$100+
 - Business Annual Membership
 - Best of Show - \$200

- Top Wrangler - \$300
 - All Round Champion - \$500+
- The target for sending out the membership letter is mid-April.
- Jo Young volunteered to help with drafting and formatting the letter and membership form.

Update on Duck Pond Clean-up:

- Mike Murray said that he appreciated meeting with Fairgrounds maintenance staff and the work they've done on the area.

Bird Feed Subsidy:

- Mike Murray said that there are people who regularly feed the birds in the duck pond area.
- Mike Murray moved that the Foundation give \$200 total to individuals to purchase bird feed for November through February. Dave Duffy seconded, and the motion passed unanimously.
 - Kevin Tenney said he would need to check with County Accounting to see if that is something that is allowed.

Other Business:

- There was no other business to be discussed.

Adjournment:

- Phil Porrini made a motion to adjourn the meeting. Jo Young seconded the motion. Motion passed unanimously and the meeting adjourned at 1:10 pm.