

Advisory Council Meeting September 11, 2009

Minutes

The KSF Advisory Council met on Friday, September 11, 2009 from 4:00 to 6:00 P.M. in the Peace Chapel. Members present were: Tom Smith, Fran Smith, Kevin Smith, Emily Smith, Debbie Humphrey, Sue Neuharth, , Jaye Coers, Bruce Holland, Heidi Dee, and Mike Fitzgerald. Absent: Pat Mathis, Bernadette Middeke, Terri Klawoon, and Rev. Wm. Hitpas.

- A. Welcome and approval of minutes.
- B. Tom Smith reported on the August Golf Benefit for KSF. He commented on the spirit and response to the event and that it was a success on multiple levels. It did net \$8,000 for KSF. There was heartfelt gratitude for this endeavor.
- C. Emily Smith reported on the progress being made for the KSF Dinner Auction. Tom Smith has been able to obtain a commitment from the actress Glen Close to donate a visit with her and a tour of the set of *Damages*, her HBO hit series in New York. This lends a well known name to the KSF endeavor and the auction. To take advantage of this opportunity, Emily presented various means of promoting the Dinner Auction. After much discussion of various methods, it was thought that placing a Billboard would have the widest targeted audience. Emily has made contact for billboard placement and will follow up to obtain details. All other options will continue to be considered and used based on cost and effectiveness. Mike Fitzgerald suggested that newspapers would probably be interested in doing a special interest stories. All Public Service outlets will also be contacted.
- D. Emily Smith and Kevin Smith demonstrated the KSF web site and the way it can be used to sign up on line for the Dinner Auction, view auction items, and make a donation.
- E. Sue Neuharth and Emily Smith distributed a packet listing Suggested Media for KSF. They will continue to work on this and forward the full packet to Council Members.
- F. Suggestions regarding promotion of KSF were discussed. Jaye Coers suggested posters that could be located in colleges, doctor's offices and other areas that might have people who could use KSF services. She also suggested that they have tear off information that could be changed to reflect the ongoing events and opportunities of KSF.
- G. Strategic planning for the future of KSF was discussed. It was the consensus of the council that an outside strategic planner would be a benefit. Debbie Humphrey will research various contacts and costs. She will report back in December.
- H. The hiring of a part time person to provide planning and support for the foundation was discussed. The council was unanimous in thinking that Emily Smith has demonstrated a commitment and expertise being a possible candidate for this position within KSF. It was felt that a job description and research into

how to structure the job was needed. This will be pursued and reported on in December with the hope that the position could be filled in January of 2010.

- I. Announcements: The Erase the Stigma Conference will be held October 2-3. The KSF will help anyone needing help with the cost of this conference. The council was encouraged to bring all friends to the Dinner Auction in November. It is the hope that there will be 300 people in attendance.
- J. The next meeting of the KSF Advisory Council will be held on December 11, 2009.

The meeting was adjourned at 5:40 P.M.