

**Sons of Norway Fifth District Fall Board of Directors Meeting
Madison Marriott West - Middleton, Wisconsin
Saturday, October 9, 2021**

Draft #4 for board approval on April 23, 2022

Attendance: Roll call was silently taken by Secretary Darlene Arneson. Members present on the call: Andrew Johnsen, Cheryl Wille-Schlesser, Karen Broadhead, Sandy Olson, Thomas Maxson, Judy Ghastin, Connie Kross, Karen Eberhardt, Peggy Schroeder, Tom Boudreau, Dee Bumpers, Audrey Severson, Mike Palecek and Darlene Arneson. Visitor: International Director Robin Fossum joined the meeting virtually after lunch for her reports.

President Andrew Johnsen called the meeting to order. The Pledge of Allegiance was said and a moment of silence for members who passed since the last board meeting.

Secretary's Report – Darlene Arneson

There was a motion to accept the spring 2021 Board meeting minutes. 2nd. Motion passed.

We continue to work on keeping the past District 5 Board member list that Ray Knutson started updated as members pass away. We lost Ron Iverson this past year. Our tradition is to send \$100 to the SN Foundation when a past board member dies.

I encourage Board members to send me their 3rd quarter volunteer hours for FraternalGives It's easier to do this as the year goes on rather than in January for the entire previous year!

Lodges are starting to file their D63 Officer Election reports. Those are due December 31. A ZOOM meeting "Lodge Office Election Roundtable" was held on August 31 to discuss officer elections, bylaws, recruitment and to share ideas.

As we look to convention, I will get the year-end adult membership numbers early in 2022. I use them to compile the delegate totals and send the lodges their notice of how many delegates to elect, how many alternates, bylaw and resolution forms, and other information. How is that determined? The Sons of Norway District 5 By-Laws, Article 111, Paragraph 2 states: *Every local lodge in the District shall be entitled to two representatives for the lodge, and one representative for every 100 members or major fraction thereof, based on the last Semi-Annual Report prior to the election of delegates. All members in good standing are eligible representatives.* The Report of Election is due March 5. I also need to have a new sign made for Shawnee Skogen where their delegates sit. We need to review changes and then approve the 2024 Convention bidding document.

Darlene shared a book that was sent to the District from a Norwegian author living in California who donated. She asked the members to look at it and then later we will discuss how to use the books.

She also brought correspondence including the visitation handout from Ron Iverson and a thank you note.

District Five President's Report- Andrew Johnsen

It has been two years since our last in person Board meeting. We have had many Zoom meetings in lieu of our regular meetings. I am very happy that once again the Fifth District board can meet in person.

I am certain that you have received the news that the referendum for a change in the governance in the Sons of Norway was voted on and was passed by the Delegates of the International Lodge. By their vote they have extirpated the International Lodge. They have voted away their right as written in the current Sons of Norway Charter, and Constitution to affect any change in the governance of the Sons of Norway. We will now have a Sons of Norway composed of Local Lodges, District Lodges, and an International Board whose members are elected by those who have purchased insurance and annuity products. In the coming weeks and months changes will take place that will alter the functioning and operation of our fraternal. Will we be better or worse off because of these changes? Will we be a stronger or weaker organization? Only time will tell.

With more people receiving their COVID 19 inoculations and more states loosening their restrictions on gatherings, our local lodges will again be able to hold in person meeting on a regular schedule. Some lodges have been able to adjust to the restrictions that were placed on them due to the COVID 19 pandemic. Other lodges did not adjust as well. This year the Fifth District has lost two lodges, Trollhaugen 5-417, and just recently Vakkertland 5-570. If this trend continued without the addition of any new lodges the Fifth District would cease to exist by the year 2043. This probably would not occur, but just the thought of it is daunting. As leaders of the district, we should consider every means that we have at our disposal to aid our lodges, especially the lodges that need the most help. The Fifth District has the expertise and the finances that would help alleviate this loss of lodges. All we need to do is to take the necessary action because we already have the necessary resources.

As I enter my sixth year as President of the Fifth District, I want to thank the Board Members for giving of so much of their time and effort in supporting our beloved fraternal, the Sons of Norway.

The Board moved to closed session.

The Board reconvened to the business meeting.

Executive Committee- Andrew Johnsen (Chr), Cheryl Wille Schlessler, Darlene Arneson and Mike Palecek

The committee met virtually on Sunday, October 3. Andy reported the District Presidents Council is now the District President's Advisory Council (DPC). They provide a list of questions for the board for clarification on matters.

Cheryl gave an update on membership for the past year. We started with 4862, had 1832 join, 438 who left voluntarily, 111 left involuntarily (death), 6145 total members as of August 31, we have 741 insurance non-lodge members in the Central Lodge with 411 Heritage members. She brought up the need to address membership as lodges reopen after the pandemic and if there was a need for an Ad hoc Emergency Committee to focus on helping them. The committee discussed ways to assist lodges and how to help prioritize this issue. The committee discussed the value of asking Board members to contact lodges and report to the full Board. Maybe this can be done on a quarterly basis. Andrew will send out an email to ask Board members to reach out to them this week. We also will be replacing our two long-standing Barnebirkie cookie volunteers, Mary Bennett and Asta Blanchar, as they would like to "retire". She discussed briefly the Adult Heritage Camp Weekend tentatively planned for the first weekend of October 2022 in Spring Grove, MN.-Darlene and Cheryl met via *Go to Meeting* with the Executive Director, Rachel Storlie, to discuss details.

Darlene reported that lodges are starting to submit their D63 (officer election) reports online. We held a ZOOM meeting in August to discuss lodge officer elections. Vakkertland delivered items to the District (Darlene's house) after their decision to disband. The Zone Alignment committee is recommending that we offer the items to Shawnee Skogen first, then to any lodge in need, and then if items remain, that we bring them to the convention to see if anyone is interested. Darlene will order a new lodge sign for the Shawnee Skogen lodge for where their delegates sit. She hasn't gotten anything from Trollhaugen. It is Foundation Month and we have the fall campaign.

Mike reported that the 990's are all filed but due to some being late, some penalties are coming. We have paid a penalty for 2018 and just received a notice for 2019 for the District. Mike will discuss this matter with the Board during his Treasurer report at the meeting. This provides an educational opportunity for the importance of deadline checklists, helping lodges make sure their reports are done, getting 990s filed, and continuity that deadlines are met and getting done. The discussion stressed the need to search out an accounting firm to assist with some of the treasurer's work.

We had reached out to a company who offered bonding but it no longer provides that service. Andy has found a company that specializes in fraternal. Andy is getting information and a quote. Mike had also discussed bonding with a firm he uses.

Darlene shared that the Zone Alignment and Lodge Support and Development committees both discussed the need to support and help the nominating committee in their work. It is critical that much of this work is done between now and when lodges elect delegates as only that group of members elected are eligible.

The governance issue and referendum vote were discussed in length and the changes that will occur. Andrew will check to see what the protocol is in discussing it at the fall District board meetings. Darlene had questions about electing an alternate to our International director. Do we solicit proposals that relate to International? How can lodges submit ideas that usually were resolutions or bylaw proposals for the International? The current form has verbiage that needs to be updated.

The committee determined the schedule for Friday afternoon and the Saturday Board meeting. The Board will cover the meal cost and one drink for the Friday night supper. If attendees want a second drink, they can pay the server themselves. We also discussed other items such as AV needs, equipment, and how to host the hybrid meeting so the ones attending virtually can see and hear.

We will set a date for the Nordic Legacy Foundation Meeting when we are together this weekend.

Mike also asked that we have time this weekend to re-sign the Gene Steensma paperwork as there were some updates from the lawyer.

Treasurer's Report- Mike Palecek

Financial overview (current and before two past board meetings):

10/1/20 3/30/21 9/21/21

8,061 12,323 8,901 D5 Checkbook

<u>123,273</u>	<u>144,273</u>	<u>184,273</u>	D5 Sons of Norway deposit account
131,334	156,596	193,174	Total
4,158	11,518	6,724	NLF Checkbook
<u>17,500</u>	<u>17,500</u>	<u>17,500</u>	NLF Sons of Norway deposit account
21,658	29,018	24,224	NLF Total
12,219	23,383	15,625	TOTAL Checkbook
<u>140,773</u>	<u>161,773</u>	<u>201,773</u>	TOTAL Sons of Norway deposit account
152,992	185,614	217,398	Total

See the Finance Committee report for more detailed information on D5's solid financial condition. D5's assets have more than doubled in the past six years, mainly to changes in the *simplified dues structure*. Other factors that impacted the fund's balance included successful fund raising, and lower district and international meeting expenses due to COVID 19.

D5 is in an extremely strong financial position to support proposals being made by other committees which invest in our members.

There was a motion that any 990 fines are paid immediately and then appeal. 2nd. Motion passed.

Audit Report- Audrey Severson, chair; Karen Broadhead, Karen Eberhardt, Judy Ghastin

The committee audited the D5 checking account, the D5 Nordic Legacy Foundation account and the Sons of Norway deposit account from April 1, 2021 to September 1, 2021.

We verified the scanned monthly bank statements with the Treasurer's deposits and check listings in both these accounts. We found these accounts to be in good order.

We verified the Sons of Norway Quarterly Account report ending June 30, 2021 from the two accounts with the International Office.

We would recommend for the future that the audit committee also verify that all state, IRS forms, and Sons of Norway deadlines are filed at the required time and with the appropriate agency.

I thank the committee and treasurer Mike Palecek for their work.

The committee report was approved.

Budget and Finance Committee -Mike Palecek (Chr), Tom Boudreau, Thomas Maxson, Karen Brodhead, Peggy Schroeder, and Audrey Severson

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Analysis:

1.) Because of Due to COVID 19, D5 has had very few expenses. There were no expenses for the spring 2020, fall 2020 and spring 2021, which are typically \$5,500 or more per event. There were very few lodge visits expenses (a couple door prizes associated with some Zoom meetings). There was no D5 or International convention. The fall 2021 board meeting expenses are estimated at \$6,500.

2.) D5 has improved membership dues, which averages over \$7,000 monthly in 2021. These two factors put D5 in an exceptionally good financial position.

3.) Masse Moro - It was expected that operation of Masse Moro would lose money in 2021. Although the loss is significant (-\$12,202), everyone on the D5 board was committed to running Masse Moro in 2021.

INCOME		EXPENSES	
Camper income (D1)	6,485.00	Admin Mileage	322.38
Camper income (D5)	8,425.00	Admin Office	78.17
Camper income (other)	1,110.00	Buttik	547.14
D1 Contribution	1,650.00	Equipment	1,082.54
Lodge match (D5)	5,200.00	Food	5,017.67
D5 "lodge match"	4,000.00	Insurance	1,098.00
Draxten Fund	1,316.59	Misc Expenses	825.99
Donations	1,650.00	Program	1,516.13
TOTAL INCOME	29,836.59	Rental	11,700.00
		Shipping	114.22
		Staffing	19,737.41
		TOTAL EXP	42,039.65

4.) The Eugene Steensma estate has not yet been closed, but Palecek recently had additional discussion with the attorney and a mutual fund company which Steensma had his money deposited in. Palecek now has the IRS document which granted Nordic Legacy Foundation the 501(c)(3) status, to copy for the mutual fund company. The mutual fund company reviewed the wording of the resolution from the Nordic Legacy Foundation's to authorize Palecek to work on the bequest, but said the approval date must be updated. Nordic Legacy Foundation should receive about \$25,000 from this bequest.

- 5.) The checkbooks have an acceptable fund balance, considering anticipation of the fall board meeting. Another dues payment of about \$7,000 is expected on 10/16/2021. The finance committee discussed how funds could be easily withdrawn from the Sons of Norway deposit accounts if needed.
- 6.) Mike Palecek discussed the rise in dues income as being driven by an increase in Central Lodge members in D5. Right now, this accounts for two-thirds of D5 dues income.
- 7.) Mike commented that D5 has double the number of financial resources as it did six years ago. Much of this has been due to increase dues income, because of the *simplified dues structure* which went into effect about three years ago. Fund raising and significant donations have been a factor in the increase in the Nordic Legacy Foundation fund balance.
- 8.) Mike apologized to the Finance committee for not filing a 990 tax form, which resulted in a \$4,200 fine from the IRS. The executive committee and audit committee are also aware of this.

The committee reviewed these items discussed at their spring meeting:

- 1.) Generators - D5 and Nordic Legacy Foundation checks for \$1000 each were sent to The Friends of Beaver Creek, as contributions to purchase a whole-building generator which cost over \$4,000. Beaver Creek staff will operate and maintain this generator.
- 2.) Masse Moro trailers - the trailers are now being stored on Dave Hermundson's farm property for \$200/year. This is only 25 miles from camp. The trailers still need to be insured. The Treasurer will work with youth director to get an updated equipment list, so that an insurance value can be made.
- 3.) Walkie-talkies have been purchased, but were returned after being used at Masse Moro, because they were of the wrong frequency. Peggy Schroeder encouraged that we don't wait until next year to purchase walkie talkies, because prices are going up.
- 4.) "Accountant Assistance" - This topic was further discussed from the past meeting. Darlene Arneson has discussed that an accountant or bookkeeper could be useful in filing state reports and taxes. Treasurer Palecek has not yet investigated this but said he would do so.

Palecek commented that two possible treasurers have been identified for 2022-24.

New business:

- 5.) There was discussion about providing a stipend for the Youth Director and an increased stipend for the Treasurer, similar to what is provided to the D5 President and Secretary receive. Any stipend increases from the D5 treasury would have to be approved at the district meeting, so a policy and procedures change would need to be drafted at the spring 2022 board meeting.

Palecek recommended that future Youth Directors and Treasurers each get paid \$500 from D5 and also \$500 from Nordic Legacy Foundation. There was discussion about the vast amount of work that Sandy Olson has performed as Youth Director and that Olson is making a proposal to the Heritage and Grants committee regarding Youth Director responsibilities and tasks going forward.

Fundraising- Mike Palecek (chr), Karen Eberhardt, Judy Ghastin, Cheryl Wille-Schlessler, Peggy Schroeder, Connie Kross, and Connie Aiello (guest)

Current inventory includes sweatshirts, caps, flag pins, and playing cards.

- Aprons (1)
- Flags (17)
- Sweatshirts: 2XL (3 Mike+3 Cheryl WS), 2XL (3+4), XL (4+4), L (9+4), M (17+4).
- Caps (12+10)
- Cards (185)

Although the D5 and Nordic Legacy Foundation are in a comfortable financial position, it's always good to consider other fundraising opportunities which would also supply an unusual product to our "Sons of Norway customers."

D5 board authorized a budget of \$4,500 for the stamps project at the Spring 2020 board meeting. Fundraising committee decided on the following actions:

- 1.) Too late to do Xmas-themed stamps now, wait until mid-2022. Begin with six stamp sets, 48 stamp sets per design. Connie Aiello presented several other designs, which included Norway map and flags, rosemaled block alphabet. Committee brainstormed about various art designs: Syttende Mai, Easter, trolls, nisser, Santa Lucia, rosemaling borders, flowers, Norwegian moose and reindeer, and woven hearts.
- 2.) Karen Eberhardt, Connie Kross, and Connie Aiello will serve as a team to jointly approve designs for production. Getting the entire committee together is too cumbersome. Aiello will email them designs and they have 48 hours to "vote NO" if they want changes made.
- 3.) Committee discussed pricing strategy, and \$20 was considered to be too high. Mike said we have included shipping and tax in with the price in the past, to keep ordering simple, and have provided quantity discounts for bulk purchases. Mike and Connie Aiello are working on a price schedule.

#1 - Nordic themed stamps

Card making is a big hobby, especially with women in Sons of Norway's demographic.

This "stamp" has several graphics and matching text on a "heart" theme. The stamper peels these plastic stamps from the sheet and positions them on a stamp holder. Then one inks it and stamps on a piece of paper. This stamp grouping sells for \$20 (retail). This stamp set is designed by a friend of Connie Aiello (see more below).

Connie Aiello (Nordlyset lodge) has a friend who offered to design some "Nordic" themed stamps for D5. For each design group made, we would need to purchase 45 sets at \$7.50 each. So, one design group would cost \$360, plus \$30 freight. The finance committee felt that we should pursue the production of some Nordic stamps, because stamping is a popular hobby.

Start-up costs:

\$3,600 - Ten different stamp sets (get 45 sets of each stamp)

\$ 400 - Stamp making supplies and envelopes for "demonstrations"

\$4,000

\$6,750 - Potential selling price of stamps (\$15 each)

\$2,750 - Potential profit

There was discussion on holding workshops on card making, to promote the Nordic themed stamp sets.

Karen Eberhardt explained their workshop ideas:

- Cardmaking Cultural Program at a Lodge meeting that is virtual or in-person.
- Creating a D5 Crafting Cultural Interest Group - card making, scrapbooking, travel journaling, coloring, or painting with stamps
- Community Workshops to promote Sons of Norway to potential members
- District 5 Cultural Virtual Workshops:
- Cardmaking Kit - kit would include a stamp set, cards, envelopes, paper, ink pad/color markers.
- Travel Journaling Kit - create a small Travel Journal or "junk" journal of/for your trip to Norway. Kit would include a stamp set, ephemera, die cuts, paper, and binder.
- Watercolor Painting with Stamps - Ann will host. Create cards with the designer, Ann, using the stamp sets, watercolor paper, and watercolor paint.

The possibility of doing some type of cardmaking activity or selling stamps at the D5 convention was discussed. Having a D5 product sales table at the D5 convention was also discussed.

There are no new recommendations for the D5 board to consider.

Darlene Arneson encouraged the fundraising committee to spread out the workload on fundraising efforts and not have them fall onto the Treasurer to carry out.

Nordic Legacy Foundation Report- The Nordic Legacy Foundation has not met recently.

Lodge Development and Support- Darlene Arneson (chr), Dee Bumpers, Connie Kross, Peggy Schroeder.

The meeting started off with reviewing our purpose: This committee shall provide help and support to the people working to establish new lodges within the geographical boundaries of District Five as outlined in the Constitution of the Sons of Norway. Working with the District Board, other District committees (i.e. Membership and Zone Alignment), the committee will also help to provide support, training, and resources for the zone directors, District officers, and local lodge officers as they conduct lodge activities, organizational duties, and work with membership issues.

The committee identified two goals for the District's goal setting process at the spring board meeting.

1. Help identify activities, resources, online offerings, and other ways to help lodges reach out to prospective members and help with current member retention.
2. Develop a list of online videos that can be used for District Board training, local lodge training, Zone meeting presentations, and for lodge programming.

Two Foundation calls with Lodge Foundation Directors and anyone else were held on April 24 and August 17. A re-opening call was held on June 12. A Lodge Officer Election Roundtable was held on August 31. All four were well attended and had great input and participation. The committee recommends that more of these are held and hosted by officers and zone directors.

The group reviewed the At-A-Glance Zone Director Handbook and asked Darlene to have it posted on the website along with the full handbook. They are now posted under the Document section.

In-person zone meetings were held in Zone 2, Zone 3, and Zone 4. All had good participation, with many lodges attending. Several of the zones found that having a tour/picnic was helpful in attracting members to attend. We encourage all zone directors to host meetings, in-person or virtual, and not to feel that everyone should try to be on the call for the calls to be successful. Zones that have large geographic challenges may need to consider having events that reach 2 of the lodges. Yes- that means more work but it's better than not offering anything. Dee explained how she has reached out to some of her more remote lodges.

The committee discussed the need for board member training in how to host virtual meetings. We are going to ask the Executive Committee to use part of Friday afternoon when we are in-person to do that. We also discussed that the conference calls are also an option vs the video/virtual calls. We used them for many years and they are still a viable option.

The board took a recess.

Heritage and Grants Committee Report and Administrators Report- Sandra Olson (chair), Tom Boudreau, Tom Maxson, Mike Palecek and Cheryl Wille-Schlesser,

District 5 Scholarships:

- A. Scholarship Review: Following the District 5 Scholarship selection process it was felt the clarification was required. The H & G Committee reviewed the application and updated it for clarity for the applicant as well as the Selection Committee. The application will include a check list for the applicant to follow and additional revisions. The 2022 District 5 Scholarship will be posted on the District 5 website following the Fall Board Meeting. The objective for the revisions were 1) to create one universal application; 2) request additional relevant information; 3) encourage involvement in the Sons of Norway; and 4) provide more clarity in the requirements to improve the selection process.
- B. District 5 Scholarships: Award letters, scholarship certificates and checks were sent to the 2021 scholarship recipients: \$800 Wittrock Scholarship winner Andrew McArdle; \$500 D 5 Scholarship winners Nathan Elsbernd, Emma Olson, and Calvin Stromwall. The \$300 Eide Scholarship winner Hannah Berg. The D5 website was updated to indicate our 2021 Scholarship winners. A sincere thank you to Christine and Richard Fairchild for all of our website updates.
- C. The International Summer School, the Norwegian Folk High School, and District 5 Scholarships were sent to our webmasters for an update on our District 5 website.

Again, we are encouraged by the participation of our young people in our District 5 Scholarship program. It was gratifying to see the academic achievements of these outstanding applicants. Also, to read the interest they have in their Nordic heritage and involvement in their community and in the Sons of Norway.

As a Committee, we strongly encourage our District 5 members to promote our Scholarship program and to consider providing additional scholarships through this District 5 Academic Scholarship Program. This program provides a wonderful opportunity to promote Sons of Norway, to connect with our Nordic heritage, and to create a positive impact on our community. **The 2022 Scholarship Guidelines & Applications have been sent to our webmaster.**

2021 Masse Moro Overview:

2021 Masse Moro was a challenge from the beginning to the final day. Some of these challenges were anticipated, and others sprung up out of the blue. Challenges have a tendency to make you stronger. Our 2021 camp can be best described in the words of Roy T. Bennett, "Life is about accepting the challenges along the way, choosing to keep moving forward, and savoring the journey."

After many challenges, we as the 2021 Masse Moro family accepted them; kept moving forward, and we will always savor and remember the journey. I must say that our 2021 Masse Moro camp was very successful due to the total dedication of the entire Masse Moro team. I saw new campers grow from the impossible to being selected to a member of the Fellowship; I saw junior counselors take on leadership roles that they never expected; I saw our cook assistants come up with delicious menu ideas that had never been tried at camp before; I saw the innovative camp directors take on the many challenges and grow from each of them; and I saw our new assistant administrator step up to the plate and successfully meet the administrative challenges of Masse Moro. I am thankful for every camper, parent, and staff member and to Beaver Creek for a very successful 2021 camp.

As the Heritage and Grants Committee, we were very pleased and fortunate to hire a new assistant administrator. Chris Elwell is very qualified for this position and have sent three children to Masse Moro. She retired from her position as a middle school teacher this past summer and is looking forward to taking on the role of our Masse Moro Administrator this next year.

The pandemic made the process of recruiting campers and staff, planning, and developing a safe camp a challenge. To better prepare for these challenges, I joined the American Camping Association at no cost for a year.

The dates for camp were July 18 – 31, 2021; we were the first to use the camp following the pandemic year; so we were able to bring the trailers to the camp on July 15. July 16 and 17 were to be dedicated for staff preparations and training. The contract with Beaver Creek Reserve (BCR) located in Fall Creek, Wisconsin was the same as we had committed to for 2020. As the Youth Director, I had hoped to visit Masse Moro only a few times during camp. However, due to the many challenges that we encountered and the kitchen drama, the Assistant Administrator and I needed to stay at the camp during the entire time.

Chris Elwell was hired as the Assistant Administrator for Masse Moro at a rate of \$2500 for 2021. Due to the 50% capacity limit at camp, Chris agreed to waive the \$1250 camp attendance stipend for this year. For 2022, Chris will take on the responsibilities of Administrator at a salary of \$5000. The Youth Director and/or Assistant Administrator will stay at Masse Moro Camp for the duration of camp. If for any reason the Assistant Administrator is not able to stay at camp the Youth Director will take on that role and the stipend will be pro-rated. The stipend will be paid after the close of camp based on the pro-rated formula. If there is no "in-person" Masse Moro Camp this stipend would not apply.

District 5 is very fortunate to have a remarkable Masse Moro staff who is committed to the magic of camp and are available to return each year. We are extremely thankful for their dedication and loyalty to our campers and to Masse Moro. Due to circumstance caused by the pandemic and other events, the job descriptions and contracts were rewritten to include a statement that would void the contract if our camp were canceled due to extenuating circumstances.

The \$800 stipend that was approved by the D5 Board for two sanitation staff was applied to the salaries of extra full-time junior counselors. The six junior counselors were compensated equally at \$300 each.

To better evaluate our objective regarding marketing and recruitment the registrations form was revised to reflect where or how the campers heard about Masse Moro Camp.

1. In-Person Camp or Virtual Camp:

Throughout the many months prior to camp, Beaver Creek Reserve was contacted on a regular basis to determine the status of the camp. The directive from the County was that we could only have 50% capacity at camp. This meant that instead of our goal of 50 plus campers; with some housing creativity we could only accommodate 44 campers. As a result of fewer campers; this equated to an approximate \$9000 loss for District 5. Forty-four campers from nine states enjoyed the magic of Masse Moro. Five campers took advantage of the waived age requirement this year. Thirty-eight of the forty-four campers were supported by Sons of Norway District 1 (8) and District 5 (30). This confirms again that our marketing focus will be to contact as many Lodges as we can to encourage attendance at camp.

The statistics of the camp are as follows:

2. Camp Statistics for 2021 Masse Moro: 44 Campers: 20 Females and 24 Male - Campers from District 5: 30 - District 1: 8 - No District Affiliation: 6

State	#	Age	#	Years at camp	#	Marketing: How did you hear about Masse Moro	#
Arizona	1	9	3	New	15	Parents were campers	2
California	2	10	5	1	13	Friend	1
Colorado	1	11	5	2	3	Lodge	2
D.C.	1	12	5	3	9	Ad - Viking Magazine	2
Iowa	5	13	6	4	2	Relatives	8
Illinois	4	14	7	5	2	Relatives/Lodge	4
Indiana	1	15	8	6		Returning Campers	24
Minnesota	13	16	5			Website	1
Wisconsin	16						

Campers supported by Sons of Norway District 1 and District 5 Lodges: 38 Campers of 44 Campers

Camper Summary: With the expectation of 100% capacity our goal for 2022 will be 50 to 55 campers. 2022 will consist of a few challenges: 13 campers have graduated; increased registration fee and tuition fee; some of our Lodges no longer exist; some of the Lodges are not meeting; increased competition for our customers. Effective marketing and outreach will be an essential tool for a successful 2022 Masse Moro Camp.

3. Eau Claire Health Specialist

As I mentioned, the challenges that we faced this year kept building and building to a point of unrealistic proportions. For the first time in the forty-year history at camp, I was contacted by the Eau Claire Health Specialist. She wanted us to pay a license fee, and she requested all types of information from me concerning camp, our staff, our credentials, etc. After researching some of the documents, I contacted

her and told her that the Recreational Education (Rec Ed) Camp was in reference to Beaver Creek Reserve and that the Sons of Norway District 5 Norwegian Heritage Camp (Masse Moro) is considered the Organizer User Group (OUG). I stated that it is my understanding that some of these regulations are geared to the Rec Ed and not to us as the OUGs. I never heard from her again.

4. Beaver Creek Reserve

Beaver Creek received a huge grant to install bathrooms and a shower in the dining hall at camp. We were assured that it would be completed prior to camp. It wasn't. In fact, the dining hall was littered with construction equipment and debris from wall to wall. Needless to say, I was not pleased. On top of that the Beaver Creek Office manager, who I had been working closely with was no longer employed there. She left just prior to camp and also their caretaker also took another job. Because Masse Moro was the first to rent the camp in many months, the grounds were a mess when we arrived. To make matters worse all of the kitchen cupboards were full of mice droppings. The stove, refrigerator, and dishwasher were not in working order. I, along with our kitchen staff, worked many hours just to sanitize and make sure that everything was sanitized and safe for our staff and campers. As I mentioned, The grounds had to be cleaned and prepared for Masse Moro. The entire Masse Moro staff did an outstanding job in a few hours to make the camp presentable. Unfortunately, when you are exhausted before you start; it puts an extra burden on everyone.

Discussion: Camp is scheduled from July 17 – 30, 2022 with a new BCR payment of a flat rate of \$1300 a night; with a discount for Friday and Saturday (approx. \$19,200).

Recommend a raise in tuition for 2022 Masse Moro.

2021: \$11,700 2019: \$13,580 2018: \$12,842 2017: \$12,495
 2016: \$14,619

I will say that the Director from Beaver Creek was very quick to respond after I had expressed my dissatisfaction with almost everything. It was unfortunate, that the camp was not ready for us when we arrived. I did appreciate the fact that the Beaver Creek Director was very apologetic and they did compensate each of our kitchen staff with a gift card.

5. Camp Receipts, Grants, Scholarship, and Expenses (estimates; totals not finalized at the date of this report).

Income 44 @ \$850	\$ 37,867		
Pay Pal* Defray Cost: Paid by parents	\$ 77		
2021 Donations (see # 17)	\$ 2,500		
	\$ 40,444	District 1 Support	\$ 1,650
		District 1 Lodges	\$ 4,250
District 5 Lodge Supporting Grant	\$ 5,200	District 1 Registration / Parents	\$ 900
District 5 Matching Grants	\$ 3,950	Pay Pal Additional	\$ 8
District 5 Draxton Scholarships	\$ 1,320	District 1 Total <u>8 Campers @ \$851</u>	\$ 6,808
D5 Masse Moro Scholarship	\$ 418		
Sarah Paulson Scholarship	\$ 440	No Affiliation Registration / Parents	\$ 5,050

District 5 Registration / Parents	\$ 14, 169	No Affiliation Additional PayPal	\$ 25
District 5 Additional Pay Pal	\$ 44	No Affiliation 1 st year Sch.	\$ 50
District 5 Total: 30 campers @ \$867	\$ 26,011	No Affiliation Total 6 @ \$854	\$ 5,125
Beaver Creek Reserve Charges	\$ (11,700)	Food	\$ (5,018)
Staff Salaries	\$ (16,195)	Insurance	\$ (1,098)
Administrators	\$ (5000)	Misc. Expense	\$ (826)
Staff Mileage Allowance	\$ (500)	Program	\$ (1,516)
Equipment	\$ (1,083)	Shipping	\$ (114)
		Masse Moro Total Expenses	\$ (43,050)

Camp Tuition and Expense Summary:

- Recommend increase from \$850 tuition fee to \$1000 x 50 campers = \$50,000
- Approximated increase in rent at Beaver Creek Reserve @ \$1300 per day x 14 days + \$1000 = \$19,200
- Approximate expenses for food, programs, supplies = \$11,000
- Approximate expenses for staff = \$19,800. Add 5 campers (additional \$5,000) to better compensate staff.

Recommended Change for Payment to add the charge for electronic payment:

Many companies are charging a fee to use a credit card or electronic payment. The H & G committee recommends that District 5 Masse Moro add a 3% charge if families use electronic payment. This request added to the reconciliation statement this year:

**You have two options to make your final payment:*

1. *Pay by check made out to **Nordic Legacy Foundation** and mail to my address below; or*
2. *Pay with PayPal* online,*

**Note if you use PayPal, District 5 has to pay almost 3% of your payment to PayPal; if you are able to add 3% of your balance to cover this cost; we would appreciate it. Our goal is to make it easy for you, but we also prefer to invest in our camp for our campers and our programs. Please consider this when you choose your method of payment.*

As you can see we took in an additional \$77. I believe that people are familiar with options and are willing to pay for the convenience of paying online. No one complained, and many gave more than the 3%.

6. Housing

Due to the 50% capacity restriction for housing, I had to get creative to be able to have enough campers to bring in enough revenue to have an in-person camp. I worked with Beaver Creek for approval to use the observatory for two of our staff; I asked the directors if we could use the other half of Cedar Lodge for campers. That area has always been used for the butik (store). The kitchen staff and the administrator were able to use the caretaker's house because it was empty at the time. I will explain later, but with all of the drama in the kitchen, I ended up staying at the camp, as well.

It all worked out with eight campers and two counselors per cabin; two counselors in the observatory and others in the house. I have reached out to Beaver Creek to determine the housing for next year's kitchen staff and also for acceptable storm shelter for the campers and staff. We were fortunate to have the caretaker's basement to shelter us for two hours during camp because the designated storm shelter was not acceptable for our campers.

7. Program Staff

Our staff is directly responsible for the magic of Masse Moro. Our camp is very fortunate that many of our staff return year after year. One of our directors was not able to return this year, so we reached out to one of our counselors who had been on staff for many years. In addition this year, it was decided to look for two additional counselors to take on the role of assistant leaders. They both worked closely with our directors as they prepared for camp. In this way, Masse Moro has very qualified, knowledgeable leaders and assistant leaders who would be able to fill the director position at any time.

Prior to COVID 19 many positions at Camp were filled with excellent program volunteers. The volunteers would have attended camp therefore they were a terrific asset to the camp at no cost. But, because of COVID 19, I felt that we could not allow volunteers to come to camp for two reasons; mainly because there was no room to sleep; we were at capacity and secondly, I didn't want to expose our campers to daily contact with additional staff coming and going. As a result, we hired six new junior counselors. This was a challenge because they came with no leadership experience. Only two out of the six had worked previously as volunteers. I was able to recruit a young lady, who spoke fluent Norwegian, but unfortunately, she had no camp experience at Masse Moro. This was a challenge for our staff to bring her up to speed as to the daily activities at Masse Moro.

8. Kitchen Staff

Our challenges continue . . . it was obvious after a few days into camp that the cook came to camp with no menu plan for the two weeks. Because the cook had many years of experience at Masse Moro, I trusted her expertise. I went so far as to work with her prior to camp to determine the best distributors for our food supplies for camp. Yet, when camp started, she did not have menus prepared and I was sent to pick up last minute food that she needed for the next meal. There was no daily or weekly menu plan. Our two assistants were working with the cook for the first time. The poor assistants to the cook had no direction from the cook as the daily menu or what was expected of them. It was an impossible situation. They threatened to quit because they had no idea what they were to prepare from meal to meal or they were left alone to come up with their own menu. Due to the poor direction and planning from the cook they were working from 6 in the morning to 9 at night. I had many discussions with the cook but to no avail. I told the assistants that they had to leave the kitchen no later than 7 p.m. each night and that they had to take a least a thirty minute break each day with a half a day off during that week. To assist in this goal, I bought paper plates for the evening meal each evening so, that it would cut down on the workload. I dismissed the kitchen staff at seven and many evenings I would work after they left so that the kitchen would be ready for the next day. The cook had health issues prior to camp, but she kept assuring me that she would be fine. After going through what we all had to go through in the kitchen; the cook was not up to doing the huge task of providing 100 meals three times a day for two weeks. Chris, our assistant administrator, and I spent way too much time trying to resolve all of the problems that were created in the kitchen. We did our best to assist in providing the campers with delicious meals, on time and always keeping safety in mind. The cook has retired and I am unsure if the two assistants will return.

Staff Summary: With the retirements of the cook and health aide, Chris Elwell, Masse Moro Administrator is working on their replacements. The goal is to secure these positions as soon as possible. She will also work with the co-directors to determine the staff who plan to return next year. Chris is also checking with the intent of the kitchen assistants.

9. Campers

The challenges continue . . . the campers and their parents were contacted numerous times as to the requirements for camp. Unfortunately, not everyone followed through; five campers did not have the

health forms that were required. They would not be able to attend camp until these forms were completed. With some last minute contacts with their doctors and going to urgent care they were able to get the required health forms so their children could start camp with the others. I will update the application to clarify the need for two health forms. Once camp started we had two boys that were having difficulty making it to the bathroom. So, our counselors had to deal with this sanitation problem. As usual one night we had to take shelter due to tornado warnings. Fortunately, all the campers and staff could take shelter in the basement of the caretaker's house (it was empty). So, that worked out fine; even during this challenge, everyone moved forward and enjoyed the time together. As I mentioned, we encountered many of the usual ups and downs of camp, but this year was an extremely difficult year. With some of the young people attending camp for the first time; not being able to play their computer games, not having the security of their cell phones and having to interact with others; it was a challenge for everyone, but we kept moving forward and it all resulted in everlasting friendships.

Camper Summary: See Camp Statistics for details.

10. Masse Moro Website Update

Our Masse Moro website needs to be updated to make it more useable and current. I am in discussion with staff and our current website designer to pursue this project. Recommendation for approval by the H & G Committee and D5 Board.

11. Masse Moro Marketing – Viking Magazine Advertisement

Recommendation to market Masse Moro with an ad in the December issues of the Viking Magazine and the Norwegian American Newspaper. H & G Committee and D5 Board approval.

12. Masse Moro Equipment and Other Information

Masse Moro was very fortunate to receive Foundation Grants and other donations over the years to assist us in providing much-needed equipment and supplies for the camp. Purchase of equipment was made from our retiring cook that she had used in her catering business. The value of the items was well over \$1500. This included 2 Cambo Hot Boxes that are valued at over \$300 each.

13. Walkie Talkie Grant

The walkie talkies had to be returned to be replaced with frequency for proper FCC licensing. The sample walkie talkies were very well received by all of our staff. They are extremely appreciative to Løven Lodge for their effort in receiving the \$1500 Culture & Heritage Grant from the Sons of Norway Foundation to purchase walkie talkies for Masse Moro. Thank you, Mike Palecek, for your work in purchasing and getting new walkie talkies for 2022.

14. Generator Grant

Beaver Creek Reserve was very appreciative of receiving the donation to purchase a generator for the camp. Thank you to Mike Palecek for applying and receiving a grant from the Sons of Norway Foundation. District 5 received a Sons of Norway Foundation grant for \$1000 and a \$1000 District 5 match. Rather than D5 purchasing the generator, BCR purchased and will store, maintain and operate the generator(s). This generator is needed as an electrical back up to our camp and especially for our freezer due to the loss of electrical power.

15. Trailers: Insurance – Trailers and Contents

Mike has volunteered to research the cost of insurance on the two trailers and their contents. Some of the higher value items that I have a record of in the "cook's trailer" include \$200 Small Grill (2019); \$450 Large Event Grill (2012); \$525 Chest Freezer (2019); 2 Cambro Hot Boxes \$320 each (2021)

According to the information that I found; there was a camera, camcorder, and receipt scanner (2009) I have not seen these items.

16. Trailer: Rental Space

Dave Hermundson has agreed to store the two Masse Moro trailers starting in 2021 for an annual donation of \$200. This is compared to another outdoor storage facility in Eau Claire at a prepaid rate of \$850 per year. Recommendation to back pay the Olson’s for storing the trailers for the past three years.

17. Donations

Hagen Family Foundation	Masse Moro scholarships	500.00	MM donations
			MM
Polar Star 5-472	MM - donations	100.00	donations
			MM
Valdres 1-503	MM - donations	100.00	donations
Askeladden Lodge 5-610	MM - donations	350.00	donations
			MM
Valkyrien Lodge	MM - donations	500.00	donations
			MM
Tom Boudreau	MM – donation	50.00	donations
	Public		MM
Valkyrien Lodge	Contributions	50.00	donations
	Public		MM
Valkyrien Lodge	Contributions	50.00	donations
Additional donations		800.00	MM donations
			\$ 2,500.00

Masse Moro Administrator Summary:

Over the past three years, I have done my very best to successfully undertake the role of Masse Moro Administrator and District 5 Youth Director; I am no longer able to give a 100% to both of these jobs. Therefore, I will no longer continue the job duties of the Administrator. The role of the Masse Moro Administrator will be exclusively performed by Chris Elwell. Chris will determine if this is a position that she feels she would prefer to do herself, or to have “co-administrators”.

The major role of the Youth Director as it pertains to Masse Moro is to market our camp to our Sons of Norway Lodges; confirm and negotiate contracts with Beaver Creek Reserve; final approval of the hiring of staff; confirm registration, payments and dissemination of camper information to the proper staff, update the website; update, publicize and accumulate all camp registrations and collect payments; share camper statistics with the camp administrator, and to be the link between the District 5 Board and Camp Administrator.

The Heritage & Grant Committee will continue to work diligently to promote District 5 Scholarships and our Masse Moro. One goal is to keep families enthused and engaged in our mission of promoting our Norwegian Heritage. I sincerely appreciate the support and dedication of Tom Boudreau, Tom Maxson, Mike Palecek, and Cheryl Wille-Schlessler. Thank you to Tom Boudreau for serving on our Committee and best wishes in your retirement. We will miss you!

Items approved and recommended by the Heritage and Grants Committee for Board Action:

1. Approval for two ads: December issue of the Viking Magazine and in the Norwegian American Newspaper.
2. Approval to pay an annual rental fee of \$200 to Dave Hermundson for the storage of the two Masse Moro trailers.
3. Approval to pay \$200 to the Olsons for storing the trailers for the past three years.
4. Approval for Youth Director expenses to market Masse Moro at the Birkie, Zone Meetings, and Lodges.
5. Approval for up to \$200 for annual membership to the American Camp Association (ACA)
6. Approval for a budget up to \$500 to update Masse Moro website.
7. Approval to add 3% fee to Masse Moro tuition if paid by electronic payment online.
8. Approval to increase Masse Moro campers non-refundable registration fee from \$50 to \$100.
9. Approval to increase Masse Moro Camper tuition from \$850 to \$1000 starting with the 2022 camp year.
10. Approval for the lodge matching grant from District 5 be up to \$250 with the lodge clearly understanding they can set their own amount they contribute.

There was a motion to approve items 1-10. 2nd Motion passed.

Items addressed for future consideration by the Heritage and Grants Committee:

1. Chris Elwell will take on the role of Masse Moro Administrator full-time starting January 1, 2022.
2. Masse Moro Staffing: recruit and hire a Health Aide, Cook, and two Kitchen Assistants.
3. Review and discuss the increase in staff salaries.
4. Discuss stipend for Youth Director, in the future, based on extra responsibilities undertaken.
5. Review of District 5 Treasurer's responsibilities pertaining to Masse Moro.
6. Review responsibilities of Administrator and Directors at Masse Moro (differentiate duties of each at camp).
7. Encourage additional financial support from District 1 and submit a grant for Masse Moro Program assistance.
8. Consider the establishment of a Gene Steensma grant or scholarship for Masse Moro Staff. It was suggested at the Spring District 5 Board meeting for the Nordic Legacy Foundation to work with the Heritage & Grants Committee.

Cultural Committee- Dee Bumpers, Karen Eberhardt, Sandy Olson, and Judy Ghastin (chr). Cheryl Wille-Schlesser facilitated the calls.

The Cultural Committee completed some assigned tasks and continues to study options for others.

Viking Chest Project

Owen Christianson built the second container for ethnic artifacts as part of the Viking Chest Project he started several years ago when he built the Viking Chest replica. The new box is a replica of his grandfather's immigrant trunk. It held all the possessions his grandfather brought when he immigrated to America. This size trunk was also known as a document box. Several boxes like this are on display at Norskedalen near Coon Valley, WI.

With the addition of the Immigrant Trunk, there are now two containers of cultural artifacts to tour among the lodges of District 5. Twice as many lodges will be able to use the collection each year. In three rotations all six zones will have access to the Viking Chest or Immigrant Trunk. Each box will have an auxiliary container for overflow contributions until there are enough items for a third box.

Activity suggestions for the collection have been compiled and are placed in each box. This should help lodges use the collection effectively in their meetings.

Descriptive brochures for both the Viking Chest and Immigrant Trunk have been produced. Multiple copies are in each box and there is a copy for every lodge in District 5. The brochures have pictures and information about the items in the Chest or Trunk.

Two dolly trolleys were purchased to make it easier to move the containers. The Viking Chest was displayed at zone 2 and zone 4 meetings during the summer. The Immigrant Trunk made its debut appearance at Norse Valley in Appleton when rosemaler Lois Mueller delivered it after painting the date and "SON" on it. Both the trunk builder and rosemaler donated their time and skills.

Cultural Classes

Mike Palecek initiated virtual classes in genealogy and wood carving as part of an effort to keep members involved in Sons of Norway during the time when in-person meetings were not possible because of the pandemic. During the winter of 2020, the Cultural Committee worked with Mike to develop an interest survey about Norwegian cultural skills and use the results to offer more virtual classes. The additional classes included Rosemaling, Nordic Cooking, Hardanger Embroidery, Norwegian Immigrant History, Storytelling, and Writing Your Family History.

Cultural and Sports Grants

At the spring 2021 Board meeting, the Cultural Committee was charged with developing grants to give financial support to lodges to help them recover from the constraints of the pandemic. The Cultural Committee worked with the Sports Director, Vice President, and Treasurer to develop a system of grants to help lodges provide programs and activities for their members. Included in the report were guidelines, an overview of the grants, and application forms.

Continued study

The Cultural Committee continues to examine the possibility of awarding District 5 pins to students of the virtual classes not covered by Sons of Norway awards.

The Future

As we look to the future, it is likely there will be a need for a third box for cultural artifacts in the next biennium. Suggestions are being accepted about the kind of container it should be. When three containers are ready to circulate among the D5 lodges, each lodge will have access to the cultural collection once a year.

Thanks are extended to Cultural Committee members Dee Bumpers, Karen Eberhardt, Sandy Olson, Sports Director Audrey Severson, Treasurer Mike Palecek, and Vice President Cheryl Willie-Schlesser for their continuing hard work on many projects; for technical support; and for patience with unending emails flooding their inboxes.

The board broke for lunch. When they reconvened, Robin Fossum joined the meeting virtually.
International Director- Robin Fossum

The International Board has met several times via Zoom over the past few months. President Ron Stubbings called extra meetings to update financial reports, and three town halls to discuss the referendum on International Governance. I also participated in many meetings with the SON Foundation regarding the upcoming 'Future' annual campaign with the Districts and the Development

Committee. I will again meet in person with the Development office this week in Minneapolis to discuss major giving options.

The Governance Referendum took many hours of dedicated work by the International Office and Board members. We had three Town Hall meetings to help share information and answer questions from our 144 delegates. I also attended the District 5 Caucus on September 6, to help answer any of our District's concerns. I serve on the International Corporate Matters and Governance committee that wrote the Referendum. The Referendum passed with a substantial majority of delegates, with over 80% approved by vote. We now have the task to work on changes in the Charter & Constitution, a committee has been formed, and work will start immediately. Many thanks to Connie O'Brien, Mark Agerter, Chris Hicks, and Ron Stubbings for moving our organization forward. Also thank you to Chris Pinkerton for his work.

On September 2, the Board met via Zoom to review the International Office Financial Statements. Chris Pinkerton, CEO, gave a full report of the second quarter financials along with a 10-year plan. The insurance portion of the office is now paperless and processing products is now quick and efficient. A new forecast predicts that SON will have good profitability in the next year. The board approved the 10-year forecast. Dean Stiller attended as a new board member. He has a wealth of experience as an actuary and a solid history with Sons of Norway.

Sons of Norway Foundation Board of Governors

The Sons of Norway Foundation Board of Governors met on September 15, 2021, via Zoom. Merv Eriksson, chair, noted that he is still in contact with the Immigrant Heritage Museum in Norway, where our 2020 Convention would have visited. Ron Stubbings gave a Governance Referendum update,

Chris Pinkerton discussed the goals of the organization; all are currently met except for the Foundation since donations arrive late in the year during the Futures campaign. Emily Stark noted that they are re-applying for a Royal Patronage from Norway that has expired. Grants and Scholarships are now available online. The large-gift naming campaign will commence after the first of the year following the Annual Futures Campaign. Jon Tehven and I reported on the annual Together We are the Future campaign; we have increased the goal by 10%. We have had Zoom meetings with all District Foundation Directors on various days. Darlene Arneson is doing a top job with District 5, educating other Districts with videos and meetings. Many thanks, Darlene. The Board is currently looking to fill three board positions.

It has been a busy year, with much more work ahead of us. Thank you all for your dedication to our District and our organization.

Nominating Committee- Robin Fossum, chair, Andrew Johnsen, and Tom Boudreau

The Nominating Committee is taking initial steps to again start their search for candidates for District 5 leadership. A call for candidates will be announced in the Friendly Fifth Friday News. The Committee has all the paperwork from the 2019 search that was halted due to the pandemic. All applications from 2019 will be reviewed and candidates will be contacted. The Committee is following the Guidelines for Nominating Committees.

Robin and Andy participated in the International/District Nominating Committee meetings, next meeting hosted by Gloria Bezanic will be held on October 5, via Zoom.

Many thanks to all of you who have taken District 5 to an enviable place. We hope that many of you will continue to support our District in any way you can as a potential candidate for district board service.

Robin exited the meeting.

Judy Ghastin continued with the Cultural Committee report.

Grant Process Overview

Overview of how the grants work:

- Two grant cycles per year
- Applications accepted from April 15 to September 1
October 15 to March 1
- 1 month for evaluation of applications by a committee of D5 Board members including representatives of Cultural and Sports Committees
- Grant winners announced at spring and fall D5 Board meetings
- Grant funds disbursed following Board meeting

Rules

- Grants offered only to D5 lodges
- Pin shipping grant available to lodges that had pin orders during the previous calendar year and up to the deadline
- Limit of one shipping grant per lodge per year
- Limit of \$26 to cover shipping per year
- Small projects grant available for expenses up to \$200 (up to 5 awarded each cycle)
- Matching funds grant for projects with large budgets matches lodge funds up to \$500 (up to 3 awarded each cycle)
- Lodges may apply for either the small projects or a matching funds grant, in addition to the pin shipping grant each year.

Sons of Norway District 5 Cultural and Sports Grants

Purpose:

To promote and celebrate the culture of Norway and Nordic countries, grants are offered to District 5 Lodges to:

- Increase and maintain membership
- Expand programs to include all age groups
- Reach out to members who can no longer attend meetings
- Encourage participation in the cultural arts and sports programs

Categories:

1. **Cultural and Sports Pins Shipping Grant** award limit is \$26 per District 5 Lodge per year.
2. **Small Project Grants** award limit up to \$200 per Grant (up to 5 awarded semi-annually)
3. **Matching Funds Grant** award limit up to \$500 (up to 3 awarded semi-annually)

Guidelines:

- Grants are offered only to Sons of Norway District 5 Lodges semi-annually.
- Lodges may apply for a Shipping Grant and **either** the Small Project **or** Matching Fund Grant in the same year.
- Awards are dependent on available funds.
- Grants are judged by members of the District 5 Board; including members of the Cultural & Sports Committees.
- Checks will be payable to the lodge making the application.
- Applications and required paperwork must be submitted to the District 5 Cultural Director.

Application Deadlines and Awarding of Grants:

- Spring application deadline **March 1st**; Grants awarded mid-April
- Fall application deadline **September 1st**; Grants awarded mid-October

Grant Descriptions:

Cultural and Sports Pins Shipping Grant

- Grant is awarded to District 5 Lodges to help with the shipping cost of cultural and/or sports pins
- Cultural and/or Sports Pin Shipping Grant up to \$26 can be awarded per year, per lodge.
- A copy of the shipping receipts (shipping cost circled) must be submitted with the application.
- Lodges may receive Shipping Grants and apply for one of the other grants within the same year.

Small Projects Grant

- Up to \$200 each may be awarded to assist with Cultural or Sports projects.
- Lodges must submit a budget and a detailed description of the project.
- Projects must take place during the time period described in the application.
- A follow-up report is due upon completion of the project within a month of completion.
 - a. describe the outcome of the project,
 - b. include pictures and include receipts

Matching Funds Grant

- Up to \$500 in matching funds may be granted for assistance with large cultural or sports projects.
- Lodges must submit a budget and a detailed description of the project.
- Projects must take place during the time period described in the application.
- A follow-up report is due upon completion of the project within a month of completion.
 - a. describe the outcome of the project,
 - b. include pictures and include receipts showing how funds were matched

Grant Request 2021 October Board Meeting

The Cultural Committee requests a budget of \$12,400 to fund the grants for two years-- 2022 and 2023. At the fall Board meeting of 2023, the grants will be reviewed and evaluated with changes made as needed.

Note, there is no request to carry over unused funds to another cycle or another category. Questions may be directed to the District 5 Cultural Director.

Budget request for two years:

Cultural and Sports Pin Shipping Grant	\$ 2,400
Small Projects Grant	4,000

Matching Funds Grant
TOTAL

6,000
\$12,400

There was a motion to accept the Cultural Report and the Cultural and Sports Grants. 2nd. Passed.

Declaration: The Board made their initial declarations for the nominating committees use:

- Andy- not running
- Cheryl- undecided
- Darlene- yes
- Mike- interested in another position
- Audrey- not running
- Sandra- undecided
- Karen B- not running
- Tom B- not running
- Karen E- undecided
- Peggy- not running
- Judy- yes
- Thomas- not running
- Connie- yes
- Dee- not running

Publicity Committee Report- The attendees were Connie Kross; Dee Bumpers; Peggy Schroeder; webmasters Christina and Richard Fairchild; Cheryl Wille-Schlessler and Karen Eberhardt, Committee chairperson.

Before the meeting, documents sent via computer for review of past meetings minutes were March 30, 2020; October 3, 2020, and April 6, 2021.

1. Members discussed whether to have samples of District 5 Lodge Newsletters on display during the 2022 Convention as proposed for the canceled 2020 convention.
 - a. Lodges choose a newsletter and mount the pages on a foam-board poster and bring an easel for display.
 - b. Convention attendees will be able to review the newsletters during the convention. In addition, they will be able to see what lodges include in newsletters.
 - c. Karen will plan at least one session as a break-out or a 'bring your lunch meeting' for an informal newsletter ideas exchange. One person will record the ideas shared. Then, Karen will send them for publishing in the Friendly Fifth Friday Newsletter (FFFNews) or mail them to lodge newsletter editors.
2. A lodge banner competition will be conducted for District 5 lodges. Lodges should bring and display their lodge banner. Both homemade and commercial entries are acceptable. The minimum size is 2 x 3 feet and a maximum of 3x 6 feet.
 - a. Voluntary voting in the two categories of either homemade or commercial banners will result in a 'Best of Show' award for each category. The monetary prize (a pre-loaded credit card) will be determined at the Spring 2022 District 5 Board Meeting.

- b. Voting will be on paper ballots that will be tabulated by Saturday mid-afternoon to give awards before the end of business on Saturday.
 - c. A volunteer is needed to tabulate the ballots for this competition.
 - d. Announcement of the lodge banner competition will be included in the weekly Friendly Fifth Friday Newsletter and convention notice.
 - e. Three articles will be posted to the District Five website: 2022 Lodge Banner Contest announcement (new); Tips for Creating Hanging Banners and How to Make a Banner Stand.
3. Karen will create a virtual Scrapbook of submitted lodge photos with advice from webmaster Christina. They will be displayed on a hotel television (monitor or screen) for convention attendee viewing.
 4. In the past year and one-half District 5 lodge 'COVID 19' photos were posted to the District 5 website.
 5. Lodge photos celebrating a member's 90th or 100th birthday were forwarded to Webmaster Christina Fairchild. She follows up to get more information and posts them on the District 5 Website under 'Ole's Corner.' Karen had a telephone message from a District 1 member requesting the address of the 100-year-old celebrants so he could send them a birthday card. Connie Kross is getting those addresses for Karen.
 6. Sons of Norway International has changed the photo submission form. They are also changing the layout of the Viking Magazine which will start in December 2021.
 - a. Karen will need to email this new form to all the lodge presidents and newsletter editors for their reference.
 - b. Email the webmaster to post the new form on the District 5 website under Lodge Forms.

There was a motion to approve the report. 2nd. Motion passed.

Sons of Norway D5 Website activities for the last six months- Christina Fairchild

(This report was emailed to the board)

I continued to maintain and update the D5 website by answering the contact information emails, posting Calendar Events, the Friday Friendly Fifth News, Lodge newsletters, photos, President, Vice President, Treasurer, and Director messages.

- We uploaded forty-one newsletters from nineteen lodges.
- We support all efforts to work through COVID 19 restrictions.
- Worked with Darlene on updating website documents etc.
- We began using Ole's corner memorials, to recognize lodges, and celebrate lodge members who have reached 90 to 100 years of age. We also started a photo gallery for these members. We have had four lodges participate. Created a new banner for this activity.
- We worked with Judy Ghastin and Lucy Ghastin to update the D5 website information for the 2022 convention.
- Working with Karen Eberhart on a creating a virtual scrapbook of submitted lodge photos to display at the convention.
- Currently uploading D5 lodge COVID 19 photos.

- We have been receiving lodge events and lutefisk/meatball dinners and posting them to the calendar as they come in.
- We have been working with Sandy Olson to upload new scholarship updates and new Masse Moro information.
- We are in the process of creating a photo gallery for zone meeting events.
- We are in the process of creating a photo gallery for the Norwegian American history class reunion.
- Under the Sports and recreation tab, we uploaded a PowerPoint presentation for lodges to use as an overview of the Sports medal program.
- We have received several requests for some new tabs to help navigate the website. I am working with the host to get those finalized.
- We would like to receive more youth programs from the lodges. We currently have one program.

A major change we were able to make by working with our web host was to secure the website with an SSL certificate. An SSL Certificate is a process the host does on the back end to make our website secure.

Future Website changes:

- I plan to add a tab for international officer messages.
- Add a website blog/chat in the webmaster blog area. Members may interact and ask questions or make suggestions on what they would like to see on the website.
- I would like to create an archive of the photos previously posted **in** years

Vision for the future:

Make the D5 website a central hub of District five communication?

Add a tab that links to YouTube videos on Cultural classes, Recipes, Sons of Norway Self-help videos such as How to report hours, View lodge meetings

Report Summary:

There were many changes to the website in the last six months. There has also been a myriad of requests for changes. I have four pages of requests that have yet to be uploaded. It has been a tough year and I would ask for your patience.

For the future, we would still like to learn more about google analytics and have a custom report produced for Google analytics. Over the past 6 months, we did not notice any significant changes to the metric.

Request:

Since taking over this position, I have put in a great deal of time on the D5 website. Frankly, it has become more work than I thought it would be. I would like to request a pay increase to help cover these hours. The amount can be determined by the Board.

Fraternally,

Christina Fairchild – Webmaster

Richard Fairchild – Assistant Webmaster / Husband / Motivator / Emergency typist

Sports and Recreation Report- Audrey Severson, Chair; Cheryl Wille-Schlessler; Darlene Arneson; Sandra Olson, Connie Kross

Sports Medal Cost: In partnership with the cultural committee, we will have grants for reimbursing shipping costs of \$13/order up to \$26/year for sports pins ordered online.

Virtual Call for Sports Directors: Sports Directors may benefit to hold a Virtual Gathering to discuss their activities in the future.

Barnebirkie - The date is Feb. 24, 2022, in Hayward, WI. The race starts at 11 am for kids up to age 13. The junior Competitive Birkie starts in the afternoon for 8-14 year olds. We have asked to be sponsors again in the Cookie Tent with donations of cookies for the Barnebirkie kids. We will need 3-4 volunteers for this event. As the Birkie is going "Green" this year with no paper flyers, we can join a social media promotion that will be used for both youth events of the Barnebirkie and the Jr. Birkie. Our Sons of Norway banner will be displayed outside. We can have a table in the Expo Exhibit Hall with cookies and coffee. We will need 2 volunteers each day to serve cookies and cooking coffee on Thursday, February 24 and Friday, February 25. The Youth Director will also attend with Masse Moro information. The committee would like to budget \$25 gas cards for probably 8-10 lodge volunteers that help for a maximum budget amount of \$250.

Convention: During the convention, a group walking session could be planned for late afternoon or evening on Friday with possible pledges or donations going to Masse Moro. Other activities nearby are ax throwing and bowling. A table display of Sports Medals with Barnebirkie and Masse Moro information will be planned.

There was a motion to accept the report. 2nd. Motion passed.

Membership Committee Report

Members: Darlene Arneson, Karen Broadhead, Dee Bumpers, Audrey Severson, and Cheryl Wille-Schlesser, Chair

The following information was supplied by Doris Kamstra, Sons of Norway, home office staff

***District 5 Membership Snapshot**

August YEAR TO DATE 2021

Local Lodge Members 01/01/2021	4,862
Joining	1,832
Voluntarily Leaving	438
Involuntarily Leaving	111

Local Lodge Members 08/31/21	6,145
Insurance Non-Lodge Members	741 (Central Lodge members)
Heritage Members	<u>411</u> (Youth)
08/31/21 Total Members	7,297
% Members Owning Products	46% (an increase of 7% since 12/31/20)

Summer provided the perfect weather for in-person gatherings. Lodges met for picnics, bonfires, made on-site visits to historic locales, participated in kubb tournaments, attended baseball games, and enjoyed a wide variety of nature activities.

Funding from a Sons of Norway Foundation grant awarded to the 5th District provided the seed money for a membership event at Nordic Fest in Decorah, IA. Members from Vennelag Lodge helped with this project. Information tables and cooking demonstrations highlighted traditional Norwegian

foods. Visitors registered for membership materials. Due to the extremely hot weather and a less than ideal location, the numbers of visitors were small.

The committee discussed the value of the Monday Membership Moments and agreed they will continue until our April 2022 meeting when their use will be reevaluated.

The schedule is as follows:

- October: Cheryl
- November: Darlene
- December: Karen
- January: Cheryl
- February: Darlene
- March: Karen
- April: Cheryl

As our lodges reopen and events become a reality once more, the committee suggests that all lodges post their upcoming events on the Sons of Norway International website: www.sofn.com. In addition, forward any events to District 5 webmaster Christina Fairchild for posting: www.inputd5@sonsofnorway5.com

The committee raised concerns over zones that have not held meetings for their members. Two zones, 5 and 6, have remaining time this year to conduct a meeting. A virtual meeting is a safe option. There is no longer the need to travel hours to meet with your local leaders.

Darlene will provide instruction in the *Zoom* format to assist zone directors in hosting such a meeting. She and Mike can schedule *Zoom* calls. Cheryl can schedule *Go to Meeting* sessions, as well. We have recently lost two lodges in the Fifth District: Trollhaugen Lodge in South Holland, IL, and Vakkertland Lodge in Wisconsin Dells. Reasons for disbandment include aging out, health concerns, lack of recruiting additional members, waning interest, poor meeting attendance, and the current leadership wanting a release from responsibilities.

President Johnsen would like to remind our zone directors that additional support is available from the members of the executive committee and from other experienced District 5 directors. If you need help with a lodge in peril, please ask.

Members have expressed interest in an adult heritage camp. To address that concern, members of the executive committee have reached out to the Giants of the Earth Center in Spring Grove, MN. The center offers a variety of services to the Norwegian American community such as genealogy and recording oral histories. They are willing to assist us in such a venture and want to manage the enrollment.

We will be able to pair with Valheim Lodge in Spring Grove for celebration and merriment. To sweeten the pot, the executive director, Rachel Storlie, has suggested the first weekend of October 2022, which also coincides with the town's annual Uff-Da Fest. This opportunity would provide members from our lodges with an excursion and a great weekend for celebrating their heritage.

Action item: The committee proposes grants for the cost of shipping membership pins. Our district has a total of forty-four lodges. The committee requests \$2,000 to initiate the grant. They can apply for one grant per calendar year beginning in 2021. The district vice president will process requests.

With approval, the details of this application will be finalized and posted to the District 5 website. In addition, notification of the grant will be via the Friendly Fifth Friday News. Lodge membership secretaries, vice presidents, or other indicated officers will receive email notification of the grant.

There was a motion to approve the action item and accept the report. 2nd. Motion passed.

Zone Alignment - Darlene Arneson (Chr), Judy Ghastin, Karen Broadhead, and Sandra Olson. Kathy Secora was not able to call in due to traveling.

The committee reviewed our report from the last meeting. We discussed that Trollhaugen- officially disbanded and Darlene was just notified that Vakkertland has also sent in their paperwork.

The following items were returned to District from Vakkertland.

- a. Name badge holders- flat and stands
- b. Flag set- 3-floor stands
- c. Sound systems
- d. Song books
- e. Song sheets
- f. Portable wood podium
- g. Vakkertland vest and hat
- h. Officer regalia
- i. Misc. office stuff
- j. Bingo game set

We propose that the District offers them to Shawnee Skogen first as our newest lodge, then on the FFFN to all lodges, and then bring any unclaimed items to the convention. Darlene will check with Thomas and Lynn Maxson to see if Trollhaugen has any items that they want to give to the District. The committee will have a bylaw change at the District Lodge meeting removing Trollhaugen and Vakkertland from the list of lodges.

There have been a number of virtual and in-person zone and general meetings to assist lodges and connect them to the district. Zone 2 had 27 in attendance, Zone 3 had over 40 at their picnic, and Zone 4 had 24 in attendance. Virtual meetings have been held on Zone Re-openings, two Foundation calls, and a call on lodge officer elections. We recommend that the District considers offering a monthly call on some topic, perhaps on the 4th Saturday of the month, and records it.

We have the Zone Director Handbook, and the At-A-Glance version is on the District website. They can be used by the nominating committee too for their work. We discussed ways that we can assist the nominating committee with identifying possible zone directors and officer candidates. It is critical that we start working now to identify prospective candidates before the lodges elect their delegates.

We discussed the District Board meetings and how we were able to stay connected via the virtual ones. Is this something to consider for future years to save costs and travel?

The committee is not planning on proposing any major realignment of the zones. We have hit a brick wall numerous times and at this point, would prefer to focus on zone director training, helping them reach remote lodges virtually, and encourage zone activities.

Zone reports

- Zone 1- No zone meeting due to the change in Birkie. Some of the lodges have not met yet. Judy Ghastin is planning on getting the cultural trunk to Ulseth.
- Zone 2- All of the lodges are meeting in-person with outdoor picnics, potlucks, and other creative ways to connect. Others did gifts for nursing homes or gave to food pantries. Wausau has not met in person.
- Zone 3- Some of the lodges are meeting but with smaller numbers. One lodge doesn't meet due to its president traveling south in the winter. Some have been doing trips and meeting at various venues. Mandt has been doing many programs and activities after transitioning to in-person events. Vennelag has been using virtual meetings and outdoor events.
- Zone 4- Peggy shared that H.R. Holand is struggling and isn't going to be meeting until after March. A zone meeting was held in Green Bay Botanical Garden. There have been a number of lodges meeting and holding activities.
- Zone 5- There are several lodges that have been struggling and Trollhaugen disbanded. Several are having virtual meetings, outdoor meetings, walking activities, and fun outdoor activities (i.e. Midsummer Culture Quiz, Viking Games). Events have been held at Vasa Park and Connie promoted the Norway Museum.
- Zone 6- Andy's lodges are holding their own with some having their first in-person meetings. Dee has several that are struggling a bit and she's been reaching out to help them. One has not been meeting and assistance in recruiting new members is a priority. One lodge is offering virtual classes and Dee has asked if they can help co-host a zone meeting.

District 5 Foundation – Darlene Arneson

Two ZOOM calls were held in 2021 inviting Lodge Foundation Directors and anyone else interested in learning more about the Foundation, their roles, and resources. They were held on April 24 and August 17 with good participation on both calls.

The fall “We are the Future Campaign” is starting and will run through December 31. Resources, YouTube videos, Facebook posts, and press releases are being produced by Connie O'Brien and Emily Stark at the home office. We are asking District Board members to make a personal commitment if possible along with encouraging lodges to promote and hold some type of Foundation event.

The new grant and scholarship cycles open on October 1 and we can be promoting those applications with members and lodges. Information sheets about grants and scholarships were available along with donation envelopes and Sparebøsse wraps for cans and bottles.

Idun Lodge Convention Committee- Lucy Ghastin, Idun Lodge Committee Chair

District 5 Convention will be held on June 15-19, 2022 in Middleton, WI the Convention Committee recommends that the delegate fee be \$125 and the non-delegate fee \$30. The delegate fee covers two lunches (Friday and Saturday), coffee breaks, a convention T-shirt, and a bag. The non-delegate fee includes speakers, coffee breaks and a bag.

Our Convention Committee has reserved display tables (at no cost) for D5 merchandise/information, Masse Moro, Publicity, and Youth Director. At the Madison West Marriott, we do not pay for tables, but there is a “finite” number of tables. Let us know if you need any electricity for your display. Please let our committee know of any other D5 groups that need a table.

In planning the Thursday afternoon activities, how many one-hour slots do D5 Board members need for presentations? We have reserved a room for delegate orientation.

We are planning afternoon classes on Wednesday, June 15. Some of these classes will continue into Thursday afternoon, Friday, and Saturday (times TBD). A bus trip is being planned, along with some other fun activities. Two woodcarvers will demonstrate acanthus wood carving at the convention.

District actions on convention and District Lodge meeting plans:

- There was a motion to accept the \$125 delegate and \$30 non-delegate registration fee.
- There was a motion to accept the draft of the convention bidding guidelines.
- There was a motion to have the Central Lodge Meeting date set in the near future. It should be published in *The Viking*.

Olaf Engvig Book Donation

Olaf and Mona Engvig donated a box of ten of Olaf's latest books on the seamen that immigrated from Norway to the US to District 5. This is a story never told before, and it has taken Olaf 35 years to do the research. The book retails for \$49.95, so this is a donation worth \$500. You may use the book to fundraise, for raffles, for recruitment, etc. This is an award-winning book. Olaf was named Scandinavian American of the Year several years ago, and has won medals from two Norwegian kings for his work restoring and writing about old ships.

We use them:

1. Donate one to Norway, IL museum (Connie)
2. Donate one to Livsreise in Stoughton (Darlene)
3. Donate one to Mike Palecek
4. Donate one to Vesterheim (Cheryl)
5. Use one as a raffle or silent auction at convention
6. Donate one to Norskedalen (Karen B)
7. Donate one NAGC & NL (Darlene)
8. Keep one for the district
9. Keep the other two for future use

There were remarks for the good of the Order.

There was a motion to have the Spring Board Meeting will be on April 22-23 with the Executive Committee setting the meeting location. 2nd. Motion passed.

There was a motion to adjourn. 2nd. Motion passed.