

Encinitas Educational Foundation
Minutes for Meeting Held April 21, 2014
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Gerald Singleton	President, OK	Bob Muth	School Rep, LCH
Shad Butte	Secretary, CAP	Jason Barbato	School Rep, LCH
Debbie Caligiuri	CAP	Jill Thomas	School Rep, OPE
Nancy Dianna Jones	District	Rachel Hart	School Rep, OPE
Shelly Kelly	Community	Anastacia Grenda	School Rep, PDL
Kay McKenzie	PDL	Cheryl Shelhamer	EEF Bookkeeper
		Melissa Wadley-McGhee	EEF Executive Director

1. **Call to Order:** The meeting was called to order by Jerry Singleton at 6:47 pm.

2. **Reading and Approval of the Minutes from March 10th:** Motion was made by Nancy Diana Jones and seconded by Debbie Caligiuri. **Motion carried.**

3. **Legoland Event – Saturday May 3rd:** Melissa Wadley-McGhee discussed the process for selling tickets. Current ticket outlets include Platypus Kids, DEMA, and Yummy Cupcakes, and Melissa is looking for additional outlets. Best practices were discussed for selling tickets at the school sites.

4. **Fall Campaign – 4 Corners Project:** Shelly Kelly and Melissa are working through the permit process and don't expect any difficulties in obtaining.

5. **Home Tour:** Two homes have committed to the Home Tour, and Kelly and Melissa are looking for four additional homes. They are working on getting the word out and are building a community of decorators, vendors, docents, and volunteers to help run the event and are looking at options for breakfast and a post tour cocktail party.

6. **Summer Intern:** Melissa is looking for a volunteer to assist in writing a job description for a summer intern that will assist with administrative and media management duties. There was also a discussion whether a legal intern could be found to help with the development of the EEF Policy and Procedures project.

7. **Administrative:** Melissa is working on job descriptions of the Executive Board to better define roles and responsibilities. Various Committees will also be created to allow for a greater number of members to work on specific projects. She also proposed an idea that next year the Executive Board meet every other month.

8. **EEF Event Updates:**

a. **Rotary Wine Festival:** Melissa is looking for volunteers to work at the EEF table and assist with other volunteer opportunities.

b. **Math 24:** Shelly Kelly reported the Math 24 Tournament will be held at La Costa Heights from 4:30 – 7:00 on May 8th.

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- c. **“Replace the Race”:** EEF will be co-hosting an event with Lux that will feature a discussion based on the soon to be released movie “Replace the Race”. The event will be held at Lux on June 3rd and will serve as a community forum.

9. Possible Corporation Sponsorships – Brainstorming: The group discussed the concept of Corporate Sponsorships and how to get them involved with EEF. Many felt that to be successful we need to be able to make a better defined pitch on what they would be helping to support. What types of educational/enrichment programs would corporations/companies find compelling enough to fund? Suggestions included Foreign Language, Science, Communications, STEAM, etc. Nancy Dianna Jones recommended looking into entities that are already getting money to be used for research studies, and to work towards becoming a potential site for their research project. Also discussed was how best to convey the goals of EEF to the broader community – and how electronic media could be more effective than print media.

10. Adjournment: At 8:15pm a Motion was made by Kay McKenzie and seconded by Jason Barbato to adjourn the meeting.

Motion Carried.

Respectfully submitted by Shad Butte, May 9, 2014.