

**Encinitas Educational Foundation**  
**Minutes for Meeting Held May 12, 2014**  
**Location: District Office**



**Meeting Attendees**

<b>EEF Board</b>		<b>Other Member/Attendees</b>	
Gerald Singleton	President, OK	Bob Muth	School Rep, LCH
Rye Dalton	Treasurer, OPE	Jason Barbato	School Rep, LCH
Shad Butte	Secretary, CAP	Alex Kinander	School Rep, CAP
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	Tracie Brockhorst	School Rep, FV
Greg Potenziani	FV	Kathy Ling	School Rep, FV
		Jackie Swaney	School Rep, OK
		Cheryl Shelhamer	EEF Bookkeeper
		Melissa Wadley	EEF Executive Director
		Sheila Crosby	Visitor
		Rick Johnson	Visitor
		Lisa Rimbach	Visitor

1. **Call to Order:** The meeting was called to order by Jerry Singleton at 6:35 pm.

2. **Reading and Approval of the Minutes from April 21<sup>st</sup> :** Motion was made by Kay McKenzie and seconded by Bob Muth. **Motion carried.**

3. **Introduction of Visitors:** Melissa Wadley-McGhee introduced three visitors that were interested in serving on the 2014/2015 board. Sheila Crosby currently works as an Encinitas Librarian. Rick Johnson is a community member currently working in real estate and has experience working with non-profit organizations. Lisa Rimbach is a community member and is currently the Community Outreach Coordinator at the Agua Hedionda Lagoon Foundation.

4. **Election of New Board Members:** The group discussed those that would be interested in running for Board Positions, and which board members would be returning.

Jerry Single made a motion to nominate and elect the following slate to be elected as new Board Members:

Shelly Kelly – Vice President 2015/6	Rick Johnson - Director
Shad Butte – Secretary 2015/6	Greg Potenziani - Director
Kelly Berman – Director	Lisa Rimbach - Director
Sheila Crosby – Director	Jill Thomas - Director
Nancy Diana Jones – Director	

Rye Dalton seconded the motion. **Motion carried.**

The following Board Members will continue their 2014/2015 term:  
Jerry Singleton – President, Rye Dalton – Treasurer, Kay McKenzie - Director

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5. **Meeting Schedule:** Melissa Wadley-McGhee presented a calendar reflecting her recommendation that the Board and Site Representative meetings take place on alternating months. This will allow the Site Representatives to have meetings dedicated to a specific predetermined topic, and will provide a good forum to present and discuss best practices. Site Representatives can also attend Board Meetings, as with any other person interested in attending the meeting. In the same way, the Board Meetings will allow a greater focus on bigger picture plans related to the foundation, spending less time on the procedures related to the School Sites. The meetings will be held on the second Monday of each month. The June 9<sup>th</sup> meeting will be the last combination Board/Site Rep meeting. The EEF Site Rep meetings will be held 6/9/14, 8/12/14, 10/14/14, 12/9/14, 2/10/15, 4/21/15, and 6/9/15. The EEF Board Meetings will be held 6/9, July 2014 (Retreat, date TBD), 9/8/14, 11/10/14, 1/12/15, 3/9/15, and 5/11/15.
6. **Committees:** The group discussed the need for committees to encourage more direct involvement of each of the board members. The following committees were proposed by Melissa, who encouraged board members to consider which committees they might like to be a part of:
  - a. **Fundraising**
  - b. **Marketing**
  - c. **Webmaster**
  - d. **Finance**
  - e. **Business Development**
7. **EEF Sponsored Program:** Many felt that to make the EEF concept more saleable to corporate donors it would be helpful to have one program or a series of programs that EEF provides to the school sites. An example would be funding a portion of Playground Partners at each of the schools. Something like this is scalable, whereas adding and fully funding a new program isn't feasible at this point. By funding something at the schools, it shows that as a foundation we're providing something that is easy to explain to a potential donor. There will be more discussion regarding this concept, and board members were challenged to think of other types of programs that could be funded given our current resources.
8. **EEF Event Updates:**
  - a. **Rotary Wine Festival:** The Wine Festival will be held Saturday, June 7<sup>th</sup>. The group brainstormed on ticket selling ideas, including Facebook ads, selling to realtors as give-aways to their clients, etc. Each site was challenged to sell at least 20 tickets. Shelly Kelly is looking for volunteers to help staff the event, and specifically is looking for those that would be comfortable using the Cube mobile payment system. Volunteers are able to partake in the offerings during their shift, based on availability.
  - b. **Math 24:** The EEF Sponsored Math 24 event was well received and well organized.
  - c. **Legoland:** Awaiting results of the final ticket sales.
  - d. **"Replace the Race":** Tuesday June 3<sup>rd</sup> at 9:00am 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 and will serve as a community forum.

**Adjournment:** At 8:02pm a Motion was made by Shelly Kelly and seconded by Shad Butte to adjourn the meeting. **Motion Carried.**

Respectfully submitted by Shad Butte, June 4, 2014.