

Encinitas Educational Foundation
Minutes for Board Meeting Held June 9, 2014
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Shelly Kelly	V.P., Community	Melissa Wadley	EEF Executive Director
Rye Dalton	Treasurer, OPE	Louise Borelli	PDL
Shad Butte	Secretary, CAP	Grace Ko	CAP (Potential Board)
Sheila Crosby	Community	Heather Reynolds	Potential Board Member
Rick Johnson	Community		
Nancy Diana Jones	EUSD District		
Kay McKenzie	PDL		
Jill Thomas	OPE		

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

2. **Reading and Approval of the Minutes from May 12, 2014 :** Motion was made by Shelly Kelly and seconded by Rye Dalton. **Motion carried.**

3. **Reports from the Officers:**

a. **Treasurer:** Rye said that if anybody has financial information to give to him before summer break. He'll be in town if anything comes up during the break. Shelly Kelly will be added to the bank account as the incoming Vice President.

4. **Introduction of Potential EEF Directors:** Melissa Wadley-McGhee introduced three visitors that were interested in serving on the 2014/2015 board:

- a. Louise Borelli is a PDL parent and garden docent that has served as the EEF Fundraising chair in the past, and also serves on other community boards.
- b. Grace Ko is a Capri parent and former High School teacher, and worked with the SSD county Office of Education for 10 years.
- c. Heather Reynolds works for 92024 magazine, which covers Encinitas, Del Mar, and Solana Beach.

The idea is to include a number of people on the board so that a wide variety of different experiences, talents, and ideas can be drawn from. Additionally, next year the workload will be shared by the committees, so a greater number of participants would be beneficial. There were eight Directors voted in at the last meeting, so adding these candidates would bring the total up to 11. Per the By-Laws, Board of Directors can be elected at Board Meetings that have representation from School Site Representatives from each of the School Sites.

A Motion was made by Shelly Kelly and seconded by Rye Dalton to nominate Louise Borelli, Grace Ko, and Heather Reynolds to be elected to the Board at the next Joint Board/EEF School Site meeting. **Motion carried.**

5. **Dashboard:** Melissa reported that an overview of the tools currently used to manage functions of the Foundation will be provided at the upcoming Board retreat.

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6. **Board Retreat:** A tentative date was set for August 3rd 10:00 – 5:30. More details to follow.
7. **Playground Partners:** The group discussed the possibility of funding Play Ground Partners for two days next year at each of the school sites. Some felt that whoever the Foundation partners with should be aligned with some of the same goals as the EEF mission statement. One benefit of Playground Partners is that it can be rolled out on a small scale, whereby funding an entire program is outside of the current funding resources of the Foundation. Melissa has met with YMCA, who manages the PGP program, and will report her findings to the group before any steps are taken.
8. **EEF Hosted Events**
 - a. **Replace the Race – LUX Art Institute:** Shelly Kelly reported that next Fall, there will be a “teaser” event to promote the upcoming “Replace the Race” movie in a community forum setting.
 - b. **Fall Fund Campaign:** EEF will sponsor a one day fundraising event “Four Corners” to generate interest and provide community awareness of the School Site back to school fundraisers. Volunteers will stand near a busy intersection to collect money from passing commuters – this will serve as an additional reminder that a larger fundraising campaign is going on at a School Site where a student they may know attends. YMCA will help to promote the program. Other ideas were to possibility contact celebrities to promote this event and others. The group also brainstormed on possible venues to hold future events for district-wide fundraising.
 - c. **Home Tour 2014:** Shelly Kelly reported that five homeowners have committed to the Home Tour and that they were looking for one more location, preferably an Encinitas Coastal home.
 - d. **Rotary Wine Festival:** Nancy Diana Jones reported that Shelly and Melissa received complimentary praise from the Rotary event organizers for all of their hard work, and that EEF was helpful in providing volunteers. This year EEF sold 850 tickets, up from the 823 tickets sold last year. At the next meeting, Shelly will provide the amount raised for EEF.
9. **Unfinished Business**
 - a. **New Board Terms:** According to the Bylaws, the terms of the Directors need to be staggered. Because many of the Board Members were either new or reelected, that left too few board members with their two year term ending in June 2015. To remedy this, lots were drawn for the newly elected Board members so that the terms were balanced.
 - b. **Site Per Student Funding:** Rye brought up the topic of the School Site per student funding formula where each Site pays money into the EEF fund. This wasn’t needed last year, but we should formally decide at the next meeting. If the decision is to not bill the Sites this per student fee, we should let them know the Foundation is waving this, to receive positive P.R.

Adjournment: At 8:15pm the meeting was adjourned.

Respectfully submitted by Shad Butte, July 1, 2014.