

Encinitas Educational Foundation
Minutes for Board Meeting Held September 8, 2014
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Gerald Singleton	President, OK	James Baxter	OK Representative
Shelly Kelly	V.P., Community	Rachel Hart	OPE Representative
Rye Dalton	Treasurer, OPE	Louise Borelli	
Shad Butte	Secretary, CAP	Melissa Wadley	EEF Executive Director
Sheila Crosby	Community	Dr. Tim Baird	EUSD Superintendent
Rick Johnson	Community	Cheryl Shelhamer	EEF Bookkeeper
Nancy Diana Jones	EUSD District		
Kay McKenzie	PDL		
Greg Potenziani	FV		
Lisa Rimbach	Community		
Jill Thomas	OPE		

1. Call to Order: The meeting was called to order by Gerald Singleton at 6:30 pm.

2. Reading and Approval of the Minutes from June 9, 2014 : Motion was made by Shelly Kelly and seconded by Lisa Rimbach. **Motion carried.**

3. Reports from the Officers:

a. President:

Gerald stated that this was a make it or break it year for EEF and that now is the time to transition from a volunteer to a professional foundation. Currently EEF has a surplus and is able to invest in this plan by offsetting costs related to the transition. He recommended bringing on Melissa full time and hiring Shelly Kelly as a Director of Development to drive the donor outreach program. If it turns out that this isn't a workable model then the costs could be scaled back as before. The general idea is that the first year the fundraising goal would be increased to at least cover fixed costs, and that in future years the growing donor base will lead to a greater amount of money that will be distributed to the school sites to fund meaningful programs. The idea is that a paid staff will be more effective than volunteers in raising money, and that it will more than pay for itself in future years. This is the model used by most neighboring educational foundations. Gerry thought a \$100,000 fundraising goal should be set for the next year.

Additionally, there will not be any per pupil fee charged to the sites this year, consistent with last year. He stated that Melissa will continue to be available to help all sites for fundraising, and that good progress has been made on the employer matching funds software setup. He believes this will prove to be a great opportunity for the sites, allowing them to access donations that might have been missed previously.

There was a lot of discussion around the concept of transitioning to a professionally run foundation. Some thought that a business plan should be presented showing the financial specifics and assumptions related to the transition. It seemed that most in attendance were in agreement with the concept, and felt that EEF needed to show benefits to the sites

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other than just covering support costs. There was some who believed the \$100,000 fundraising goal may be too much of an increase over last year and could be too optimistic.

It was agreed that a business plan would be presented and discussed at the upcoming Board Retreat on October 5th, and that would give the Directors time to think more about the concept and to see the assumptions that will go into the business case for the transition. But since the retreat doesn't take place into October, many felt that Shelly Kelly should begin work as a Director of Development so that not too much time passes. Then at the retreat, the position could be reevaluated in connection with the business plan. It was decided that the decision for bringing Melissa on full time could wait until the retreat.

After discussion, the following motion was made:

Fund \$1,600 (\$400 per week) between now and the Board Retreat to allow Shelly Kelly to continue her work with donor development and to help prepare a business plan that will be presented at the Board Retreat: Motion was made by Rye Dalton and seconded by Kay McKenzie. **Motion carried.**

There was also discussion related to Shelly Kelly serving as both Vice President of the Board and also as a paid Director of Development. It was agreed in concept that if Shelly continues on after the Board retreat, that she will resign as the Vice President at that time. The following motion was made:

Evaluate at the Board Retreat that if it is decided that Shelly Kelly continues on as Director of Development, that she will resign as Vice President: Motion was made by Sheila Crosby and seconded by Rick Johnson. **Motion carried.**

4. Nominations for Additional EEF Director Positions

There are three potential candidates for Director positions introduced at the last Board meeting. These are: Grace Ko, Heather Reynolds, and Louise Borelli. It was decided to nominate and vote on these positions at the Board retreat, and to make sure that EEF Campus Representatives are present so that each of the sites can have full representation. They will be invited to the Board Retreat to take part in the voting portion of the meeting.

5. Board Retreat

There will be a Board retreat held on Sunday, October 5th at the District Office from 10:00am to 4:00pm.

Adjournment: At 8:20pm the meeting was adjourned.

Respectfully submitted by Shad Butte, September 19, 2014.