

Encinitas Educational Foundation
Minutes for Meeting Held August 12, 2013
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Gerald Singleton	President, OK	Tracie Brockhorst	School Rep, FV
Erin O'Brien	Vice President, LCH	Joan Archibald	School Rep, ME
Rye Dalton	Treasurer, OPE	Anastacia Grenda	School Rep, PDL
Shad Butte	Secretary, CAP	Jackie Swaney	School Rep, OK
Kelley Berman	Board, ECC	Jill Thomas	School Rep, OPE
Debbie Caligiuri	Board, CAP		
Nancy Dianna Jones	Board, District	Dr. Timothy Baird	EUSD Superintendant
Shelly Kelly	Board, Community	Melissa McGhee	EEF Executive Director
Lynn King	Board, OPE	Cheryl Shelhamer	EEF Bookkeeper
Kay McKenzie	Board, PDL	Marla Stritch	V.P. EUSD Board
Lisa Nava	Board, Community		
Greg Potenziani	Board, FV		

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 10, 2013 Minutes:** Motion was made by Erin O'Brien and seconded by Shelly Kelly to approve the minutes of the June 10, 2013 meeting. **Motion carried.**

3. **Election of New Board Member:** Motion was made by Greg Potenziani and seconded by Kelley Berman to nominate Lisa Nava as a Director on the EEF Board. Motion carried. After a vote, Lisa Nava was elected as a Director.

4. **Officer Reports:**

- a. **President** – Nothing reported.
- b. **Vice President** – Erin O'Brien thanked Melissa McGhee for being organized in getting all the materials to the attendees prior to the meeting so that they could be reviewed
- c. **Treasurer** – Rye Dalton asked that all outstanding check requests from last year be turned in as soon as possible, and to definitely have them turned in before the first month of school is completed. Cheryl Shelhamer said there was currently a good working balance in the EEF bank account. She mentioned that there wasn't currently a budget in place for each of the school sites, and that in the past they have defaulted to the prior year balances when determining the current year budget. However, it would be better for each site to submit a budget for 2013-2014. It was agreed she would ask the sites for a budget, and if none was received, they would just default to the prior year levels. It was discussed whether the Transitional Kindergarten students attending OPE would be assessed the \$2 general fund billing; at this point it is unclear whether those families will be asked for fundraising contributions. Before the sites are billed, this will be reviewed to ensure fairness.
- d. **Secretary** – Nothing reported.

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- 5. Recap of Summer Retreat.** Melissa McGhee gave a brief overview of the topics covered during the Board of Directors retreat held on July 14, 2013.
- a. One exercise was to evaluate overall Board Effectiveness – attendees were paired into groups and asked to rate different areas, and then to share their findings. Overall it was a good exercise and showed areas that are opportunities for improvement.
 - b. During the retreat a list of “meeting norms” was created to help facilitate more effective communication during meetings. They included:

Be prepared, agree to disagree, humor, respect others/one speaker at a time, time management, be an active listener (pay attention), start off with the positive, keep phone ringers off, focus on all schools, no “parking lot meetings”, remember the mission statement, no personal agenda, be open minded, no side conversations, regular attendance, be concise
 - c. Another focus of the retreat was to develop on EEF Mission Statement. There was lots of input, and in general a desire to emphasize the overall community. The following Mission Statement was selected:

**“Partnering with our community to raise funds and resources
To support the students of Encinitas Union School District”**
 - d. Melissa reviewed the past 120 day plan and presented projects that had either been completed or were in the process of completion. Efforts at community outreach (other foundations, business groups, etc.) were discussed in addition to the standardized collateral produced for communication. The new EEF website was shown and online media presence was discussed. Plans for using the Hepdata program was presented, which is a corporate matching database that will link with a Sale Force database to identify corporate matching opportunities.
 - e. The formation of Board Committees was discussed and several were selected. Directors were asked to sign up for at least two committees.
 - f. The 2013-2014 calendar was reviewed and meeting dates were established.
- 6. Recap of 3pm EEF Representative/PTA President Meeting.** Melissa was asked to provide a recap of the meeting held earlier in the day. At the meeting she walked the attendees through the new EEF website and got their opinions on the layout. She also received feedback on the EEF brochure, and it was decided that the new EEF remittance envelope would not be distributed at Back to School night. The group discussed the role of the EEF and how it fits within the overall school district and school sites. Overall the group was excited about the new energy and resources provided by EEF, and liked many of the resources included within the new Toolkit.
- 7. Back to School Updates / Summer Projects:**
- a. **Back to School Brochure.** Melissa McGhee presented a draft of the EEF brochure that was designed to solicit donations from Business Partners (Businesses signing up at different levels and receiving various benefits) and Family Partners (Families donating to any of the sites using the foundation website). In addition to a solicitation, it will also serve as a tool to begin communicating the new branding, mission statement, and goals of EEF. The tagline “World Ready” is used throughout the brochure and includes an infograph displaying some of the innovative learning supported by EEF that results in creating “World Ready Students”.

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Dr. Baird will provide a message from the Superintendent, and Melissa has already received lots of input from school Principals and others involved in the process. After reviewing potential layouts, the consensus was to use the beach picture with the little boy on the cover.

During the meeting there was various input on the layout, in addition to brainstorming on the different Business Partner support levels. It was agreed that the commitment level entry points should be \$5,000 - \$2,500 - \$1,000 - \$500 - \$250 with different benefits given at each level. Another idea was to include four passes to one of our “signature events” to the top level partners as an incentive.

The original plan was to distribute the brochure at each school’s Back to School Night. Some voiced a concern that including a “Family Partner” donation section on the brochure could be confusing to parents and that they might donate directly to the EEF foundation website instead of through their own school’s fundraising process. This could create problems at some schools, like OPE, where they need to closely track and monitor each family’s donation as it comes in - if the family inadvertently donated through the Family Partner portal they might miss out on some of the earned benefits offered by the school. Although these donations could later be reconciled, the school felt the turn around time might be an issue and lead to parent confusion. Another concern was that parents may donate money to the EEF foundation through the Business Partner Program and then later expect that money to count towards their school’s fundraising program, thereby “double dipping” the benefits given by the EEF foundation and their school. A general consensus began to develop that nothing should be done to confuse or hamper the individual site’s fundraising efforts. One idea was to “turn off” the foundation Family Partner donation link during the time period of the fundraising. Another idea was to delay distribution of the brochure until November, after the period of school site fundraising. One idea was to remove the Family Partner section altogether, and to replace it with information on the Golf Tournament. Another idea was to remove the individual sites from the drop down donation list on the foundation website so that parents wouldn’t use the link by mistake, since they wouldn’t see their school listed, thereby going through their school’s “normal” fundraising channel.

Due to the lateness of the meeting, **it was decided the Fundraising and possibly the Partners in Education committees will meet to decide the best way to move forward in implementing the brochure.** The overarching desire is to use the brochure as a fundraising tool in reaching out to other donors and the business community at large, regardless of how and when it is rolled out to each school site.

It was also agreed that if the brochure is not rolled out at Back to School night that each site should have some type of marketing collateral available to help educate parents on the new direction and benefits of supporting EEF.

- b. Website.** Melissa McGhee presented the new EEF website and showed the updates and enhancements that have been made. The designer is working on the functionality of some of the areas of the website and is expected to be completed soon. The overall look and feel of the site has been enhanced, as has the donation interface. Melissa asked that each meeting attendee provide four quotes describing a positive experience they’ve had at their child’s school. Melissa will select some of them to be used on the website to highlight the positive family interaction with the schools. A new Toolkit section has been added to the website,

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with a link to the various documents needed by the sites and EEF Representatives. This Toolkit will be available on a separate URL so that it isn't available to the general public.

- c. **HEP Technology.** Melissa McGhee discussed the process of using Salesforce Foundation as a CRM tool to communicate more effectively with our donors. Salesforce will cross reference the donors with Hepdata, a program that identifies companies that offer their employees donor matching. Donors will also be able to use the EEF website to search Hepdata to see if their employer has donation matching. This company matching will fall under the "Double your Donation" tagline.

8. Committee Reports:

- a. **Review of Committees Formed:** The committees formed during the retreat were presented, and the following list shows a preliminary list of the committees and the members:
 - i. **Partners in Education:** Debbie Caliguiri, Lisa Nava, Greg Potenziani, Nancy Dianna Jones, Shelly Kelly
 - ii. **Finance:** Rye Dalton, Shad Butte
 - iii. **Marketing/PR/Outreach:** Erin O'Brien, Lisa Nava, Nancy Dianna Jones, Shelly Kelly
 - iv. **Legal/Bylaws/Policy Manual:** Kelley Berman, Erin O'Brien
 - v. **Fundraising/Events/Grants:** Debbi Caliguiri, Gerald Singleton, Greg Potenziani, Lynn King, Shad Butte, Kay McKenzie
 - vi. **Website:** Kelley Berman, Lynn King

Since this is a transitional year, the committees will be evaluated at year end to determine the appropriateness of the committees established.

- b. **Golf Tournament:** The group discussed potential names to use in marketing the Golf Tournament and selected "Swing for Students", replacing the "Fore! Education" name used in year past. The tournament will be held November 18th at Encinitas Ranch. The overall goal is to sign up 36 foursomes, and Gerald Singleton challenged each school sites to sign up three foursomes. The entry fee will be \$175 and Melissa will begin to develop a marketing campaign to promote the event.

- 9. **Announcements:** The Fundraising Committee will meet during the first week of school at a time yet to be determined.

- 10. **Adjournment:** Motion was made by Kelley Berman and seconded by Marla Stritch to adjourn the meeting. **Motion carried.** Meeting adjourned at 8:05pm

Respectfully submitted by Shad Butte, August 13, 2013.

Attachments:

June 10 minutes, Retreat Notes, Committee Breakdown, Brochure, Flyer, Golf Tournament.