

**Encinitas Educational Foundation**  
**Minutes for Meeting Held April 18, 2016**  
**Location: District Office**



**Meeting Attendees**

EEF Board	Other Member/Attendees
Shelly Kelly	President, Community
Lisa Rimbach	V.P., Community
Jay Bell	Treasurer, OPE
Shad Butte	Secretary, Capri
Rick Johnson	Community
Lauren Calderone	Matching
James Baxter (Proxy Vote)	Ocean Knoll

1. **Call to Order:** The meeting was called to order by Shelly Kelly at 6:30 pm.
2. **Minutes –** The last meeting held on March 14, 2016 was informal and was not called to order. As a result, there are no official minutes from the meeting to approve.
3. **Report from Officers**
  - a. **President’s Report:** Shelly Kelly reported that as a foundation, EEF fundraising is not currently offsetting operational costs due to lack of EEF specific fundraising. The Foundation instead is using past savings to cover ongoing operational expenses. Per student fee has been waved for a number of years. It is likely that for the 2016/17 fiscal year EEF will need to assess school sites a percentage of the money they raise to cover the cost of the accounting, insurance, website, payment processing, corporate matching, and other back-office services that are used by the Chapters. EEF will continue to explore fundraising channels through grants and other revenue sources to offset future operational costs.
  - b. **Treasurer’s Report:** Jay Bell reported that after discussions and evaluation, there was a consensus that the current accounting service would be changed for the next fiscal year. The plan is to change out the current bookkeeping service outsourced to TAG and to hire a different hourly bookkeeper. More details will be forthcoming, but the goal is to make the change July 1, 2016. Additionally the bank transition to First Republic will also be completed on that date.

Jay is in the process of soliciting various IT vendors for proposals to manage the EEF website and database of information. In an effort to keep operating costs down, he is looking to find a vendor willing to offer “in-kind”. He is also evaluating the level of service needed to maintain the website at various levels, i.e. basic maintenance vs. dynamic updates related to specific chapter fundraising efforts. James Baxter has been helpful keeping the website going with basic updates, and the Board will discuss the cost/benefit analysis of different website scenarios.
  - c. **Secretary’s Report:** Shad Butte reported that the proposed Bylaw revision dealing with Focus Chapters was ready to be voted on during the Unfinished Business section of the meeting.

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**4. Unfinished Business**

- a. Bylaw Changes:** Over the past several meetings, the topic of forming non-school site EEF chapters was discussed. These Focus Chapters would operate similarly to a School Site Chapter and would raise and administer funds specifically targeted to a specific area of education; examples would include Special Education, Music, Art, etc. To provide for the formation of Focus Chapters, the EEF Bylaws would have to be amended to allow for the creation of such chapters. A recommended draft of the Bylaws to accomplish this was distributed to the Board for comment and review. After review, the following motion was put forward by Lisa Rimbach, and seconded by Jay Bell:

Move to approve the amendments to the Bylaws as described in the “Revised Draft bylaws” document distributed to the Board on 4/11/2016. The recommended amendments are in response to the motion passed on 2/8/16 that authorized the development of a framework of an EEF chapter focused on Special Education, therefore satisfying the requirement that 1/3 of the Board of Directors must initiate any revision to the Bylaws. **Motion Carried**

- b. Rotary Wine Festival:** EEF will be partnering with a new grocery store opening in Encinitas at the Wine Festival. Shelly is working to put together a couple of Wine baskets to use at the event. Shelly encouraged Board members to purchase tickets to attend, get the word out, and to help make phone calls to solicit donations for the event taking place June 4<sup>th</sup> at Encinitas Ranch Golf Course. Webb-Cleff will provide sponsorship for \$1K for EEF.
- c. Legoland tickets:** EEF will not be taking part in this year’s Legoland ticket promotion (is being run through the Carlsbad Educational Foundation) but will provide a link to the website so that families in the EUSD can still take advantage of the ticket special.

- 5. Adjournment:** At 7:25 a motion was made by Jay Bell and seconded by Lisa Rimbach to adjourn the meeting. **Motion Carried.**

Respectfully submitted by Shad Butte, April 19, 2016.