

**Encinitas Educational Foundation**  
**Minutes for Meeting Held November 18, 2013**  
**Location: District Office**



**Meeting Attendees**

<b>EEF Board</b>		<b>Other Member/Attendees</b>	
Gerald Singleton	President, OK	Alex Kinander	School Rep, CAP
Rye Dalton	Treasurer, OPE	Tracie Brockhorst	School Rep, FV
Shad Butte	Secretary, CAP	Bob Muth	School Rep, LCH
Nancy Dianna Jones	Board, District	Jackie Swaney	School Rep, OK
Shelly Kelly	Board, Community	Jill Thomas	School Rep, OPE
Lynn King	Board, OPE	Anastacia Grenda	School Rep, PDL
Kay McKenzie	Board, PDL	Lisa Meyers	School Rep, PEC
Lisa Nava	Board, PDL	Marla Stritch	EUSD Board
		Lauren Calderone	PTA President, PDL
		Melissa McGhee	EEF Executive Director
		Cheryl Shelhamer	EEF Bookeeper

1. **Call to Order:** The meeting was called to order by Jerry Singleton at 6:36 pm.

2. **Reading and Approval of the Minutes from October 14<sup>th</sup>:** Motion was made by Shelly Kelly and seconded by Kay McKenzie to approve the minutes of the October 14<sup>th</sup> meeting. **Motion carried.**

3. **Officer Reports:**

- a. **President** – Jerry had nothing specific to report but wanted to spend some time discussing the upcoming golf tournament once other business had taken place.
- b. **Vice President** – Nothing reported.
- c. **Treasurer** – Nothing reported.
- d. **Secretary** – Nothing reported.

4. **School Site Representative Meeting:** Melissa McGhee reported that prior to the EEF Board Meeting there was a School Site Representative meeting to discuss best practices and to exchange quality information related to fundraising and other efforts. An agenda was prepared, and this more formal approach will take place moving forward.

5. **Website Update.** Melissa McGhee reported they are still making changes and are working on formatting issues. Currently, we are not able to format the website content, especially in the event section of the website. A temporary solution is to re-route visitors to the Greater Giving events section. The formatting issue should be resolved shortly.

6. **SalesForce.com Update.** Melissa McGhee reported that Cloud Sherpa, the integration vendor providing pro-bono services, has been having regular meetings and working with Greater Giving to allow data transfer from their program to Salesforce. This will allow data capture of donor information directly from online auctions and other events where Greater Giving is used as the software platform.

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7. **Greater Giving Update.** Melissa reported that all Greater Giving licenses have been renewed. A clarification was made that service fees are taken out of the back end, and are based on which services and modules were used and depends on the volume of charges.
8. **Community Events.**
- a. **Yummy Cupcake:** They are offering an event opportunity where a portion of sales will be given to EEF.
  - b. **Rotary Wine Festival:** Melissa reported the festival will be held June 7<sup>th</sup>, and EEF is committed to taking part in the wine festival. The goal is to sustain our own donation requirements of the event, and to focus on ticket sales. EEF will work to promote ticket sales and work to educate the public that money goes directly back to the schools. There will be a festival meeting on January 9, 2014.
  - c. **Legoland:** Melissa reported that there will be a special EEF community day at Legoland in December, but that we would not be taking part in a VAPA-Palooza. Information with specific information will be sent out to the School Site Representatives.

9. **EEF Hosted Event. Swing for Students.** The fundraising goal is to raise \$40,000 (gross) from the following sources:

- a. 100 golfers players paying an average of \$150
- b. Non- Golfers attending Banquet and Auction
- c. Sponsorships – Business/Community Partner memberships and signage, etc.
- d. Auctions/Raffles

Melissa shared a press release related to the event and a sample of the event postcard that will be produced.

Melissa is soliciting volunteers for the following Marketing efforts:

- a. Website – Coordinate with various web outlets to spread the word.
- b. Gorilla Marketing – Postcards and posters at coffee shops, community boards, preschools, other golf courses, etc.
- c. Schools – Office, Epacket, PTA, etc.

The golf tournament is also a part of kicking off the Business/Community Partner Program. As event sponsors (depending on the level) they can receive different golf sponsorship benefits as part of the Community Sponsor membership.

10. **EEF in 92024 Magazine.** Melissa reported that EEF was mentioned in the latest issue of the 92024 magazine and that there will be featured in a future issue.

11. **Unfinished Business:**

- a. **Bylaws - Site Council Reference.** The group discussed the issue of amending the EEF bylaws so that they don't specifically reference the Site Council as the group that administers EEF funds at each site. The reason for this is twofold. First, some sites have groups other than the SSC, such as the PTA, administer funds. Second, due to pending state legislation, the name and scope of the SSC may be changed, making the EEF bylaws outdated when and if this occurs. To make amend the bylaws, the recommended

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change needs to be submitted in writing at the meeting that holds the vote to make the change. To amend the bylaws, at least 1/3 of the Board must initiate the change.

A motion was made by Shelly Kelly and seconded by Rye Dalton to initiate the following amendment to Article 3, Section H, point 3: "All School Site funds shall be allocated at the discretion of the ***School Site Council*** on each respective campus" to be changed to "...at the discretion of a ***decision making committee*** on each respective campus". Motion carried, and a written amendment to the Bylaws reflecting this wording will be presented for a vote at the December 16<sup>th</sup> meeting.

- b. Public Posting of Minutes.** It was discussed whether the minutes of the EEF Board of Directors meetings should be posted on the EEF website. There was general agreement that in the spirit of transparency, the minutes should be posted.

A motion was made by Lisa Nava and seconded by Lynn King to begin posting the minutes of the EEF Board of Directors meetings onto the website, starting with the current fiscal year (includes the August, September, and October 2013 minutes). Motion carried.

**12. Adjournment:** The meeting was adjourned at 7:53.

Respectfully submitted by Shad Butte, December 4, 2013.