

Encinitas Educational Foundation
Minutes for Meeting Held October 7, 2013
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Gerald Singleton	President, OK	Tracie Brockhorst	School Rep, FV
Shad Butte	Secretary, CAP	Bob Muth	School Rep, LCH
Nancy Dianna Jones	Board, District	Jill Thomas	School Rep, OPE
Shelly Kelly	Board, Community	Rachel Hart	School Rep, OPE
Lynn King	Board, OPE	Kelly Baggins	School Rep, PEC
Kay McKenzie	Board, PDL	Lisa Meyers	School Rep, PEC
Kelley Berman	Board, ECC	Dr. Timothy Baird	EUSD Superintendant
		Melissa McGhee	EEF Executive Director
		Cheryl Shelhamer	EEF Bookkeeper

1. **Call to Order:** The meeting was called to order by Gerald Singleton at 6:45 pm.

2. **Reading and Approval of the Minutes from September 9th and August 12th, 2013:** Motion was made by Shelly Kelly and seconded by Lynn King to approve the minutes of the September 9th and August 12th meetings. **Motion carried.**

3. **Officer Reports:**

- a. **President** – Nothing reported.
- b. **Secretary** – Nothing reported.

4. **Website Update.** Melissa McGhee reported the website is making good progress, and the forms have been activated and you are now able to subscribe to the website. Once established, Erin O'Brien will take over the website and social media management. Melissa said that Director biographies are still needed from some. The website developer is working to fix a couple of formatting glitches. The website is almost finished and is close to a point where Erin can begin managing the site.

5. **Business Partner Program.** The Business Partner Committee held a meeting and identified the top 10+ business categories to target in the Encinitas and Carlsbad communities. They are working on a letter and form that will be used, pending Committee approval.

6. **SalesForce Project Update.** Melissa reported that Cloud Sherpa, a SalesForce platform integrator, is beginning the process of integrating existing site level donor data into SalesForce. They are donating their services and will assist with the integration of each site. Melissa asked if OPE would be willing to be the first test site for integration. Once the integration is complete, there will be standardization of donor information across the various sites, although there are safeguards in place to ensure site level privacy.

7. **Greater Giving Summary.** Melissa requested the Executive Board evaluates the Greater Giving software agreement and to review and discuss the cost per site.

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- 8. Community Events.** A Colorful Universe will offer a 20% donation to EEF from families that visit and mention the school they are with. Although they've established special school specific nights, they are offering the donation program during any visit. Flyers were distributed. Legoland Vapalooza will be December 15, 2013. Melissa asked that a committee be formed to assist with the ticket selling process. Cheryl Shelhamer agreed to help, and an email will be sent out to bring in more volunteers. The sale of the tickets will begin after October break, and the district office will be used as the staging area for the ticket packages.
- 9. Swing for Students.** Melissa presented the Golf Tournament postcard that will be used to communicate the specifics of the golf tournament. The collateral was well received, and some ideas were given in terms of highlighting EEF, to make it more clear who was hosting the tournament. One idea was to place the EEF logo on the golf ball visual on the front of the card. The entry fees will be \$195, with a \$175 Early Bird rate offered to those that sign up before the end of the year. Gerald Singleton challenged each site to sign up three foursomes.
- 10. PR Updates.** The 92024 and 92009 community magazines will feature the golf tournament in upcoming Nov/Dec, Dec/Jan, and Jan/Feb issues. Additionally in March, the magazine will present a full spread article on EEF.
- 11. Agenda Ideas for the Next Meeting.** The following items were presented as possible items on next meeting's agenda:

 - a. EEF Policies.** The updated bylaws refer to certain EEF Policies. The idea is that it is an easier process to change a policy than the Bylaws. The best course of action in updating the policies will be discussed.
 - b. Site Council Reference.** Next meeting group will look into changing EEF Bylaws so that the School Site Council isn't specifically addressed in the Fundraising and Accounting section. The reason for this is that recent state legislation may change the organization, name, and function of School Site Councils. One possible solution is to change the reference to something more general.
 - c. Public Posting of Minutes.** Discuss whether the minutes should be posted online. The goal is to provide transparency, but also to protect sensitive donor financial information.
- 12. Adjournment:** The meeting was adjourned at 8:35pm.

Respectfully submitted by Shad Butte, October 18, 2013.