

Encinitas Educational Foundation
Notes from Meeting Held September 9, 2013
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Erin O'Brien	Vice President, LCH	Tracie Brockhorst	School Rep, FV
Rye Dalton	Treasurer, OPE	Anastacia Grenda	School Rep, PDL
Shad Butte	Secretary, CAP	Jackie Swaney	School Rep, OK
Nancy Dianna Jones	Board, District	Jill Thomas	School Rep, OPE
Shelly Kelly	Board, Community	Dr. Timothy Baird	EUSD Superintendent
Greg Potenziani	Board, FV	Melissa McGhee	EEF Executive Director
		Marla Stritch	VP EUSD Board

1. **Call to Order:** The meeting was called to order by Erin O'Brien at 6:40 pm.
2. **No Quorum.** Since there was not a quorum present, no business was conducted. These notes only reflect the informal conversation that took place. There were six directors in attendance, one less than the necessary quorum of seven (6 / 13 current board positions = 46%).
3. **Officer Reports:**
 - a. **President** – Nothing reported.
 - b. **Vice President** – Nothing reported.
 - c. **Treasurer** – Rye reported that everything is good; they are processing checks and there is plenty of money in the account.
 - d. **Secretary** – Nothing reported.
4. **Completed Brochure.** Melissa McGee showed the completed EEF brochure. The general consensus was the brochure looked great. The Family Partner information was left intact, and any donations using the www.EEFonline.org link will be deposited into the general EEF account, which will then require an internal accounting function to move it to the proper school. Moving forward, the website will support one donation portal that will then give the option to choose the desired school.
5. **Summer Project Update.**
 - a. **Website:** Melissa reported that the website is still undergoing changes and should be completed soon. One idea was to see if Business partners would be able to have advertising space or a “thank you” mention on the EUSD site. Dr. Baird wasn't sure of the appropriateness of this and would investigate and report back.
 - b. **HEP Technology:** Until the CRM integration is complete, there is still some manual work done to match up Corporate Matching donations with the school their donor belongs to. Currently Kay McKenzie sends an email out when she receives a company matching donation to see which school the donation should go to. Dr. Baird suggested this may be streamlined by forwarding the requests to somebody at the district level who could then search the enrollment database to find the proper school.

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6. Community Events

- a. **5k/1k City of Encinitas:** The city will make a donation based on the number of registered entrants that specify EEF or the school district.
- b. **A Colorful Universe:** Targeted times will be setup for EUSD families, and a portion of the sales will be donated to EEF.
- c. **VAPA Palooza:** Melissa is in communication with LegoLand regarding the participation and process flow of the event. The goal is to streamline the process on the front end.

7. EEF Hosted Event. The golf tournament will be rescheduled to January 2014. Melissa is working with the golf course and there are two open dates - January 12 and January 27. Many feel that holding the event later in the year would be too competitive with the school level sites that will be fundraising at that time.

8. PR - Updates

- a. **Leucadia Art Walk:** Melissa manned an informational (lemonade stand) booth at the street fair in an effort to promote community outreach. Marla Stritch wondered if a presence at the Encinitas street fair is warranted.
- b. **92024 and 92009 zip code Magazines:** The magazine will run a story on EEF in one of next year's issues.

9. Committee Reports:

- a. **Partners in Education:** The first committee meeting will be setup this week, and other committee meetings will be setup as time goes on.

10. Unfinished Business:

- a. **December Meeting:** The December meeting will need to be held offsite since the District offices won't be available.
- b. **EEF Policies:** Deposit Stamps have been ordered.

11. Announcements:

- a. **Godaddy:** The account is no longer needed and has been cancelled.
- b. **Request for Pricing Window Clings:** The artwork and pricing will be presented at the next meeting.
- c. **Freelance Writer:** Melissa has been approached by a freelance writer to do work with EEF, possibly on a trade out basis. However, Erin O'Brien is more than capable in handling the current volume of press releases and other content

12. Adjournment: The meeting was adjourned at 7:20pm

Respectfully submitted by Shad Butte,