

Encinitas Educational Foundation
Minutes for Meeting Held December 16, 2013
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Gerald Singleton	President, OK	Debbie Caligiuri	School Rep, CAP
Erin O'Brien	Vice President, LCH	Tracie Brockhorst	School Rep, FV
Shad Butte	Secretary, CAP	Bob Muth	School Rep, LCH
Kelley Berman	Board, ECC	Jackie Swaney	School Rep, OK
Nancy Dianna Jones	Board, District	Louise Barilli	School Rep, PDL
Kay McKenzie	Board, PDL	Dr. Timothy Baird	EUSD Superintendent
Greg Potenziani	Board, FV	Melissa McGhee	EEF Executive Director
		Cheryl Shelhamer	EEF Bookkeeper

1. **Call to Order:** The meeting was called to order by Jerry Singleton at 6:35 pm.

2. **Reading and Approval of the Minutes from November 18th:** Motion was made by Kelley Berman and seconded by Erin O'Brien to approve the minutes of the November 18th meeting. **Motion carried.**

3. **Officer Reports:**

- a. **President** – Nothing reported.
- b. **Vice President** – Nothing reported.
- c. **Treasurer** – Nothing reported.
- d. **Secretary** – Nothing reported.

4. **Change to the Bylaws:** The proposed change to section H in the bylaws was presented in writing. After discussion and a minor reworking of the wording, the following change was presented:

H. School Sites, section 3:

Each School Site may conduct its own independent fundraising activities for the benefit of their School Site and all monies raised through such fundraising activities are to be retained and allocated by that School Site, after all reasonable and necessary administrative costs and fees have been paid. All School Site funds shall be allocated at the discretion of a decision making committee. Each School Site must collect, document and deposit all monies it receives according to the procedures set forth in the EEF School Site Bylaws. In addition to the individual School Site accounting procedures, an accounting of all income and expenses for each School Site will be provided by the Corporation to all School Site Representatives and the Principals of each School Site on a monthly basis.

The only change was to replace “the School Site Council” with “a decision making committee”.

A motion was made by Erin O'Brien and seconded by Kelley Berman to amend the bylaws with the above wording. **Motion Carried.**

5. **EEF Hosted Event: Swing for Students.** Melissa McGhee distributed informational postcards related to the golf tournament and asked that those present bring them to their school sites. Participants can sign up on the EEF website, and there will be an option added to denote the sign up to a particular school. A perpetual trophy will be awarded to the school that has signed up the most participants. The goal for each site is to send a minimum of three foursomes. The group brainstormed on different ways to publicize the tournament around the community, and some of the ideas were to contact and reach out to the following groups: DEMA, Encinitas Ranch,

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HOA, Encinitas Rotary, Encinitas Ranch Men's Golf Club, the Dad's Clubs at the applicable school sites, Leucadia 101, Carlsbad Ed Community, etc. The golf tournament will be used as a vehicle to launch the EEF Business Partner program, since some of the donation levels include various levels of participation in the event. Window clings will be available shortly, so keep an eye out for them in local business that support EEF.

6. Website Update.

- a. The fiscal year to date minutes have been posted to the website, and future minutes will also be posted.
- b. School links have been added pointing back to specific school websites.
- c. The Azzsembly fundraising/incentive marketing project has been put on hold because of time and resource constraints on their end. As a workaround, Melissa is using the Greater Giving donor page that shown to the board at an earlier meeting.

7. Salesforce.com Update. The Cloud Sherpa development is still taking place but will be paused during the next month as their programmer relocates.

8. EEF Business Partner, Event Updates.

- a. **Yummy cupcakes:** will donate \$250 as a result of their EEF event.
- b. **Wine Festival:** The next meeting for the Rotary Wine Festival will be January 9th at U.S. Bank.
- c. **Legoland:** Melissa is looking for a volunteer to spend a couple of hours building and logging data into an Excel based Legoland ticket database. Although the specific results aren't in, the general consensus is that it was a fun day, and Legoland did a nice job with customer service handling any ticket issues that arose. The park wasn't too crowded, an added benefit of having a standalone EEF day. The school site that sold the most tickets will receive a trophy.

9. EEF in 92024/92009 Magazine. The next issue will feature coverage on the Legoland event, and they are looking for pictures. The past issue included information on the Swing for Students tournament, and will also be included in the next issue.

10. Unfinished Business – EEF Policies. Kelley Berman has agreed to begin working on new EEF Policies, and these will be presented to the board at a later date.

11. Announcements.

- a. Greater Giving will attend the January 13th board meeting. Please invite additional site volunteers to attend.
- b. Kelley Berman reported a successful E-Waste fundraiser took place at ECC. A parent associated with Prudential sponsored the event, where participants donated money to dispose of their E-Waste and shredding. The event raised \$2,000 during a four hour period and took little effort on behalf of the school.

12. Adjournment: The meeting was adjourned at 7:23.

Respectfully submitted by Shad Butte, December 19, 2013.