

Encinitas Educational Foundation
Minutes for Meeting Held February 10, 2014
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Gerald Singleton	President, OK	Jill Thomas	School Rep, OPE
Erin O'Brien	Vice President, LCH	Tracie Brockhorst	School Rep, FV
Shad Butte	Secretary, CAP	Bob Muth	School Rep, LCH
Debbie Caligiuri	Board, CAP	Rachel Hart	School Rep, OPE
Nancy Dianna Jones	Board, District	Kelly Baggins	School Rep, PEC
Shelly Kelly	Community	Anastacia Grenda	School Rep, PDL
		Melissa Wadley-McGhee	EEF Executive Director
		Cheryl Shelhamer	EEF Bookkeeper

1. Call to Order: The meeting was called to order by Jerry Singleton at 6:34 pm.

2. Reading and Approval of the Minutes from December 16th : Motion was made by Shelly Kelly and seconded by Debbie Caligiuri to approve the minutes of the December 16th meeting.
Motion carried.

3. Swing for Students: Melissa Wadley-McGhee reported on the charity golf tournament that was held January 27th at Encinitas Ranch. The tournament had 52 players and generated a profit of \$21,670. The revenue was \$26,494 (which includes donations of approximately \$12k) and expenses were \$4,825. The “Mega-packages” on sale at the course was a big success – this allowed the golfers to take part in a variety of on-course contests and also allowed mulligans. Those who attended enjoyed the event. A dinner and live auction followed the golf. It was discussed whether the golf tournament should be held in January next year, and the consensus was that was a good date since it didn’t interfere with any of the school site’s spring fundraising efforts. A potential date selected was the Martin Luther King Jr. holiday.

4. Event Calendar. The following dates were announced at the meeting:

February 13th – Rotary Wine Festival – US Bank 7:30am

February 25th – Partners in Education Symposium – El Camino Creek 8:30am – 11:00am. EEF will have a table at the symposium.

March 10th – EEF Board Meeting and budget planning

April 21st – EEF Board Meeting

May 3rd – Legoland

May 12th – EEF Board Meeting – Board Member Elections

June 9th – EEF Board Meeting – Year end and back to school planning

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- 5. Future Events.** Melissa proposed a few new events for the future that are in the brainstorming stages.
- a. District Four Corners.** This event would be a one day community fundraiser that would take place during the fall pledge drive. Volunteers from each school would solicit donations using buckets at the intersection of El Camino Real and Encinitas Blvd. The purpose of this would primarily be to provide a publicity opportunity for EEF to get the word out and bring awareness that the EUSD school sites are raising money. This one day event wouldn't compete with the school site fundraising efforts, but might serve as a reminder for grandparents, community members, etc. that a school where a child they know attends is raising money. Since most in the community don't have a child attending one of the school sites, they probably don't know that schools in their area are raising money through a fall pledge drive, and this would bring awareness to that.
 - b. Home Tour.** Another idea Melissa had was to partner with the City of Encinitas and hold a tour of six area homes next October. Money would be raised through sponsorship of the event, ticket sales, a raffle, boutique sales, as well as a published directory of home related vendors taking part in the event. Tickets could be sold through a network of locations that we develop by partnering with them to sell the Legoland Community day tickets. The concept of the idea was well received, so Melissa will begin looking into the specific details.
 - c. Restaurant Nights.** The general feeling is that individual restaurant nights throughout the year are a lot of work with minimal benefit. Another approach discussed by Melissa would be to have an EEF Family Restaurant week in February 2015. The concept is that a list of participating restaurants would donate a % of total sales during the week to EEF. Not just school site families, but any customers that visit the restaurant. Melissa has discussed the idea with a site school parent that is a restaurant consultant, and can be modeled after a similar program they have each year in San Diego.
- 6. EEF in 92024/92009 Magazine.** The March issue will include a feature story on EEF.

7. Adjournment: At 7:46pm a Motion was made by Erin O'Brien and seconded by Nancy Dianna Jones to adjourn the meeting.
Motion Carried.

Respectfully submitted by Shad Butte, February 26, 2014.