

**Encinitas Educational Foundation**  
**Minutes for Meeting Held March 10, 2014**  
**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	Jackie Swaney	School Rep, OK
Shad Butte	Secretary, CAP	Jill Thomas	School Rep, OPE
Debbie Caligiuri	CAP	Anastacia Grenda	School Rep, PDL
Nancy Dianna Jones	District	Dr. Baird	District
Shelly Kelly	Community	Cheryl Shelhamer	EEF Bookkeeper
Lynn King	OPE	Melissa Wadley-McGhee	EEF Executive Director
Kay McKenzie	PDL		
Greg Potenziani	FV		

1. **Call to Order:** The meeting was called to order by Jerry Singleton at 6:37 pm.

2. **Reading and Approval of the Minutes from February 10<sup>th</sup> :** Motion was made by Shelly Kelly and seconded by Dianna Jones to approve the minutes of the February 10<sup>th</sup> meeting. **Motion carried.**

3. **Legoland Event – Saturday May 3rd:** Melissa Wadley-McGhee reported two ticket sales outlets have been confirmed, DEMA and Platypus kids and that she was still investigating other outlets. The purpose of having retailers sell the tickets was to promote their business and to provide a sales outlet during spring break, and to take pressure off of the school sites. Hard tickets will be distributed and phone orders will be given e-tickets. Tickets will be available for sale March 24<sup>th</sup>.

4. **Fall Campaign – 4 Corners Project:** Shelly Kelly and Melissa have been working with the City of Encinitas to get permits for the 4 corners project. They also met with the fire department that ran a similar campaign in the past. This will be a one day EEF supported fundraising campaign to bring awareness to the fall pledge drive taking place at the school sites.

5. **Home Tour:** Shelly Kelly and Melissa met with other organizations that have held successful Home Tours. They met with the Coronado Home Tour and learned they use a booklet as the ticket for their event, which contains advertising and other information. Their ticket price was \$35. They also met with the PTA in Newport Beach to see how they ran their event; their ticket price was \$75 and included breakfast, lunch, a boutique and post-event cocktail party. Those in attendance at the meeting discussed if it would be better to have the EEF Home Tour on a weekend vs. a weekday when most Home Tours take place. Shelly and Melissa felt strongly that the EEF event should be during the week for a variety of reasons, including the belief that homes may not be available to tour during the weekend. They are looking for six unique homes in Encinitas and South Carlsbad. The EEF group also discussed the potential price point for the tickets and whether the event should be kept simple or include other offerings such as breakfast, lunch, or a cocktail party. Some thought it would be good to offer a Senior discount to reach out to that group that would be available to tour homes during the week. Potential starting times were also addressed, with some wondering if the start time should be coordinated with school starting times so that parents could attend the Home

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Tour after dropping kids off at school. The event is still in the planning stages and Shelly and Melissa will report back to the group on their progress.

6. **Math 24:** Shelly Kelly reported there will be a District-wide Math 24 tournament held at La Costa Heights on May 8<sup>th</sup>.

A motion was made by Lynn King and seconded by Rye Dalton to continue the EEF Sponsorship of Math 24 for the 2014 tournament. **Motion Carried.**

After the motion was passed, some of those present thought EEF should sponsor other enrichment programs at the various school sites, such as language, science, etc. This could involve writing grants to underwrite the costs. It was decided the group should brainstorm and possibly offer some ideas at the next meeting.

7. **Rotary Wine Festival:** Last year's Festival raised \$95,000 and 1,000 tickets were sold. Since such a high percent of the raised money comes back to the organization that sell the tickets everyone agreed that EEF should encourage and facilitate selling lots of tickets. One idea was to set a goal of selling 50 tickets per school site and/or have a contest for the most tickets sold.
8. **92024:** Melissa presented the article featured in the March issue of the 92024 magazine. It was a good article and provided a good introduction to the vision of EEF and what our goals are.
9. **SalesForce.com:** Melissa reported that SalesForce will be utilized during the fall fundraising campaigns at the school sites.

10. **Adjournment:** At 7:55pm a Motion was made by Lynn King and seconded by Rye Dalton to adjourn the meeting.

**Motion Carried.**

Respectfully submitted by Shad Butte, March 31, 2014.