

Encinitas Educational Foundation
Minutes for Board Meeting Held January 12, 2015
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Gerald Singleton	President, OK	Shelly Kelly	EEF Dir of Development
Shad Butte	Secretary, CAP	Melissa Wadley	EEF Executive Director
James Baxter	OK	Cheryl Shelhamer	EEF Bookkeeper
Sheila Crosby	Community	Jacob Carter	
Rick Johnson	Community	Jacob Stern	
Nancy Diana Jones	EUSD District		
Grace Ko	CAP		
Kay McKenzie	PDL		
Greg Potenziani	FV		
Lisa Rimbach	Community		
Jill Thomas	OPE		

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

2. Reading and Approval of the Minutes from November 10th, 2014: Motion was made by James Baxter and seconded by Lisa Rimbach to approve the minutes of the November 10th meeting.
Motion carried.

3. Reports from the Officers:

- a. **President:** No report, deferred to Tournament update
- b. **Treasurer:** No report
- c. **Secretary:** No report

4. District Liaison Report:

Nancy Diana Jones reported that there are twelve applicants to replace the vacant Board position. At tomorrow's special meeting the Board will interview candidates in public and will deliberate in public to select the replacement who will be sworn in.

The Farm will be open to visitation by students in the next couple of weeks, beginning with Park Dale Lane. The "Sisters" afterschool program associated with the National Science foundation is going well; they recently had a water filter design challenge. An art-centered professional development program at Park Dale is progressing well as a research project related to teacher collaboration.

There was a discussion on whether there could be donor signage put up at the Farm. In the past the District was hesitant to do this; this could possibly be revisited in the future depending on the circumstances. The topic of increasing the Foundation's non-donor database was also discussed. Currently, the Foundation isn't able to use school enrollment information as a database source. To work around this, one idea was to offer a Foundation form at Back to School nights.

5. Golf Tournament Update:

To date, 22 people signed up to play golf in the January 26th tournament. The price is \$150 for parents that have donated this year to their school's fundraiser, and is \$250 for others to play.

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Shelly went through local publications and created a contact list of 250 local business leaders and sent them a personalized invitation to attend the tournament. The next step will be to follow up with a phone call. Melissa will develop a script for volunteers to make the calls; those interested in helping will email Melissa. The tournament has been advertised on Facebook and information has been given to each of the school sites to put into their e-packets. The Advocate and Seaside Courier will also run an ad this week, and the Encinitas Patch has been solicited. Other ideas to generate players is to contact the Dad's Club for the schools that have them. Jerry challenged the group to use their own sphere of influence to obtain participants for both golf and the dinner. He also challenged each school site to try and have at least one foursome to attend.

At the tournament there will be both a silent and live auction. An auctioneer will run the live auction and will also make appeals for intangible gifts. Care was taken so that the items procured came from different vendors//locations that are typically solicited for school site fundraising. Items will be catalogued on an online auction site, and will be opened to the public so that items will have some bidding prior to the event. If anybody has items to donate they need to be given to Shelly by January 19th. The group also brainstormed on different experience packages like "Lunch with the Superintendent". This year there is also a focus on increasing the number of non-golfers attending the dinner – the cost will be \$50 a person.

In addition, there will be raffles held at the event and special contests will also be held on the golf course, including a "hit the green promotion" with a student from Park Dale Lane. Businesses will have the option to sponsor tables with their signage presented. Handmade pizza for lunch, and "All American" barbeque for dinner. Stone Brewery has donated beverages which will be staged at two stations.

6. Monthly Recurring Payments

- a. **Mail Chimp** – \$45; bills on the 19th of each month.
- b. **Dreamhost** – Amount ranges from \$8.46 - \$20. Bills on 5th of each month
In an effort to simplify the recurring payments, Melissa recommended paying them using an auto pay function. After discussing control practices the group agreed this would be a good idea.

Motion was made by James Baxter and seconded by Lisa Rimbach to approve using Paypal to make recurring monthly payments to Mail Chimp and Dreamhost. **Motion carried.**

7. Strategic Plan

Melissa said many educational foundation in the area work with people to help them develop a strategic plan to focus on taking the right steps to achieve the desired outcome; raising more money for the schools. She is meeting with somebody to get some more information, but wanted to "plant the seed" with the board to think about doing this in the future.

8. Announcements

- a. Give Big: Fundraising opportunity not available this year
- b. Policies and Procedures: Melissa will continue development after golf tournament
- c. Open Board Positions: Elections are in May for open positions. The next meeting is in March, then the May meeting follows. Melissa asked the board to begin thinking about

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- possible candidates to fill some of the larger positions - President, Treasurer, and Vice President all come up for renewal. Also, Kay McKenzie mentioned this is the last year she'll be serving as the matching fund coordinator and would like to begin working with somebody to take over that process in the future.
- d.** Legoland Planning – February: Looking to see if is something that will be pursued this year – possible that only four of the sites may be interested in taking part. Idea is to still continue profit sharing with the sites that take part.
 - e.** Marketing Plan for 2015-2016: Melissa looking at how best to put together a plan for the upcoming year
 - f.** EUSD Back to School: Discussed possible recognition of Foundation donations, car sticker, etc.
 - g.** Added Donate and Subscribe button to Facebook
 - h.** Added blog post ability to each site
 - i.** Foundation Non-Cash giving page is now active. Real estate, cars, wills, trusts, etc. Helps individuals determine best tax advantage plans to fit their personal circumstances. We should also work with estate planners to add the Foundation to their menu of options.
 - j.** EUSD 2014 Awards and Recognitions. Melissa recommended reviewing on website to see all the great things the schools are up to. Provide feedback to Melissa and Shelly – this is a valuable outreach tool to potential donors.

9. Next Meetings

- a.** Foundation Board of Directors Monday, March 9th 6:30 EUSD Boardroom
- b.** School Site Rep Meeting Monday, February 9th EUSD Boardroom

Adjournment: At 8:10pm the meeting was adjourned.

Respectfully submitted by Shad Butte, January 12, 2015