

Encinitas Educational Foundation
Minutes for Board Meeting Held March 9, 2015
Location: District Office



Meeting Attendees

EEF Board	
Gerald Singleton	President, OK
Rye Dalton	Treasurer, OPE
Shad Butte	Secretary, Capri
James Baxter	OK
Sheila Crosby	Community
Rick Johnson	Community
Nancy Dianna Jones	EUSD District
Grace Ko	CAP
Kay McKenzie	PDL
Lisa Rimbach	Community
Jill Thomas	OPE

Other Member/Attendees	
Shelly Kelly	EEF Dir of Development
Melissa Wadley	EEF Executive Director
Cheryl Shelhamer	EEF Bookkeeper

1. Call to Order: The meeting was called to order by Gerald Singleton at pm 6:42pm.

2. Reading and Approval of the Minutes from January 12th, 2015: Motion was made by James Baxter and seconded by Rye Dalton to approve the minutes of the January 12th 2015 meeting.
Motion carried.

3. Reports from the Officers:

- a. **President:** No report
- b. **Treasurer:** Reported that at this point because of the fall fundraising and some of the spring fundraising underway that there was a good cash balance
- c. **Secretary:** No report

4. District Liaison Report:

Nancy Dianna Jones reported that at the District Farm Lab there are crops in the ground and that the first school tours will take place in April. Healthy Day Partners recently presented at the 2015 Green Schools National Conference. Internet filtering capability has been installed on the student's iPads. The Classroom of the Future Foundation has awarded Dr. Baird an Innovative Superintendent award for the San Diego area. Capri, Ocean Knoll, and Paul Ecke schools are putting together plans to implement Proposition P projects this summer. On March 11th the Court of Appeal will hear arguments connected to the District Yoga program.

5. Golf Tournament Summary:

From the standpoint of relationship building with the community the golf tournament held in January was a success. But from a financial standpoint the results were less than expected. There was great volunteer turnout (24) and good attendance (44) from community educational partners at the dinner. For golf, there were only 19 players and the target was 60. The Golf and meal revenue offset the expenses related to the event. The event represented a good beginning partnership with Farm Lab and could serve as a potential target to attract future donors.

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The appeal for donations and the “wine pulls” were successful. There were successful appeals for 3D printers and a Farm Lab appeal for a solar oven, electronic microscope, and fruit trees. The silent and online auction were less successful. In total the event raised approximately \$14,000 which included a \$10,000 donation. Out of the \$14,000 raised \$5,400 was specifically committed to 3D printers and \$5,400 was committed to Farm Lab.

After discussion and given the constraints of the money raised the following motion was made by James Baxter and seconded by Lisa Rimbach:

Transfer \$6,300 to EUSD for the purpose of purchasing nine 3D printers and supplies and \$5,400 to EUSD for the purpose of funding the Farm Lab. **Motion Carried.**

6. Executive Director Position/ Direction of Foundation

The two main fundraisers (Golf Tournament and Legoland ticket sales) didn’t raise enough to fully cover the paid EEF positions and other fixed costs. Because of this the level and nature of support EEF provides to the school sites should be revisited. An important part of this is to learn what the schools are looking for in terms of EEF support. There are numerous benefits related to accounting services, fee for service fundraising tools and services, community and donor marketing promotion and management of employer matching funds, event insurance, etc. that the sites aren’t currently being charged for. Additionally, EEF has assisted the schools to raise money more efficiently. In past years a per capita fee would be charged and this may need to be revisited depending on the level of service provided moving forward.

In the meantime there should be a discussion to determine if the numerous benefits of a paid Director position justify the expense. Several other education foundations in the surrounding area have paid directors and manage their expenses and overhead like a business.

EEF will consider the options of transitioning back to an all-volunteer foundation or to retain the current model of having a paid Director. Shelly Kelly will not continue as Director of Development effective immediately.

To help evaluate the role of EEF moving forward, a School Site Development Committee has been formed to work with the school sites to get their input and learn about the services they need from the foundation moving forward. They will meet with the School Site Councils and will get feedback from the principals. Those volunteering to serve on the committee are Shad Butte, Shelly Kelly, Lisa Rimbach, Chery Shelhamer, Jill Thomas, and Melissa Wadley.

7. Board Nominations

Elections for open positions will be held at the next meeting on May 11th at 6:30 PM. The President, Vice President, and Treasurer positions will become vacant, as will six of the current Board positions. Please spread the word so that interested candidates may learn about what the volunteer positions entail prior to the next election.

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8. Bookkeeper Resigns

Cheryl Shelhamer is resigning as the EEF Bookkeeper because of a great employment opportunity that she will begin shortly. She will help to find a replacement and will assist in the transition.

9. Restricted Funds

Currently there are \$15,000 in restricted funds that are required to be transferred from EEF to EUSD. After a brief discussion the following motion was made by James Baxter and seconded by Jill Thomas.

Transfer \$15,000 to EUSD for in restricted funds to EUSD. **Motion Carried.**

Adjournment: At 8:20pm the meeting was adjourned.

Respectfully submitted by Shad Butte, March 12, 2015