

Encinitas Educational Foundation
Minutes for Meeting Held May 11, 2015
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Gerald Singleton	President, OK	Jay Bell	Visitor
Rye Dalton	Treasurer, OPE	Jacob Stern	School Rep, ME
Shad Butte	Secretary, CAP	Lauren Calderone	Visitor
Kelley Berman	ECC	Anastacia Grenda	School Rep, PDL
Jill Thomas	OPE	Stephanie Rubino	Visitor
Kay McKenzie	PDL	John Cotter	Visitor
Rick Johnson	Community	Shelly Kelly	Visitor
Lisa Rimbach	Community	Richard Macdonald	School Rep, PEC
Nancy Jones	EUSD Liaison	Kathy Ling	School Rep, FV
Grace Ko	Capri	Cheryl Shelhamer	EEF Bookkeeper
		Michelle Dastyck	Visitor
		Melissa Wadley	EEF Exec Director

1. **Call to Order:** The meeting was called to order by Jerry Singleton at 7:25 pm.

2. **Reading and Approval of the Minutes from March 9th:** Motion was made by Kay McKenzie and seconded by Grace Ko. **Motion carried.**

3. **Report from Officers**

- a. **President's Report:** As outgoing president, Jerry was presented with a framed art piece coordinated by Kay McKenzie titled "6,000 Thank Yous" featuring notes written by EUSD students. Jerry recommended that the incoming Board evaluate the ongoing conversation related to the level of service EEF would provide for the school sites to see how the Foundation could be most effective.

- b. **Treasurer's Report:** Cheryl Shelhamer reported that in the search for a new bookkeeper a candidate, Julie Maffuid, had been found with a strong finance background and experience serving as a treasurer in volunteer environments. Cheryl will close out the year and do the tax return and will then pass the baton, with the new bookkeeper taking over July 1st. Similar education Foundations pay in the \$15-\$50 per hour range, and Cheryl estimated that although some months are higher than others, that the average range of hours each month could be expected to be in the 15-20 range, with some months possibly reaching as high as 40 hours.

4. **Proposed Hiring of Bookkeeper Position**

After discussion, the following motion was made by Kay McKenzie and seconded by Lisa Rimbach:

Fill the EEF Bookkeeper position beginning July 1st 2015 at a contractor rate of \$25 per hour up to 40 hours maximum per month unless the Board gives advance prior approval of additional hours.
Motion Carried.

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5. District Liaison Report

Nancy Dianna Jones reported the district was very appreciative of the recent donation to cover the cost of purchasing 9 3D printers and that they are in the selection process to make sure they are getting the best printers for the students. There was a LCAP (Local Control and Accountability Plan) forum last week for parents. The forum featured six stations each with a specific topic – attendees rotated to each station. Event was well attended and those in attendance liked the format. Dr. Baird received an Innovative “Superintendent of the Year” award. The EUSD FarmLab opened and students are visiting the site as an extended activity field trip – EUSD FarmLab is pairing the field trip activity with visits to the San Diego Botanical Garden. The Carlsbad Chamber of Commerce awarded EUSD with several awards and a check presentation from LEGOLAND to EEF for \$5,000. Students at Mission Estancia won a filmmaking award at the “Ivy Awards”.

6. School Site Representative Meeting Recap

Melissa reported that the representative meeting was held on April 20th. The topic was preparing for “Back to School”. An increasing number of school sites are managing their fundraising campaigns in under the Foundation. During the meeting it was discussed that, in general, the Foundation raises money for capital investments i.e. contract enrichment teachers/employees and the PTA focuses on community and supports teachers through the purchase of ‘things’. Several enhancements have been done to make the management of the fundraising campaign easier for the sites, including each school having their own donation portal into separate Paypal accounts for each schools EEF fund. t – .This is an added benefit to volunteers and parent donors. Volunteers now have a clean records of donation made online and can follow-up with parents for employer matching opportunities and parents have the ease and convenience of using a reliable mechanism and the ability to set-up a donation plan extending their pledge for up to 8 months of recurring payments. For check donations, School volunteers will now be able to enter checks into the back-end tool and have a snapshot of donors (credit card and check donors) which will help with year-end reporting and verifying matched donations. Each site was encouraged to have 2-3 volunteers to assist with the Back to School fundraising, and to have one dedicated to managing matching funds. Melissa suggested that moving forward the Foundation meetings should be held monthly and combined with the school site representative meeting.

7. Board Member Elections

Melissa Wadley introduced the following individuals who expressed interest in serving on the Board for the next session. They are Jay Bell, Lauren Calderone, Michelle Dastyck, and Shelly Kelly.

Jerry Singleton nominated Shelly Kelly as President. After a vote, Shelly was elected.

Melissa Wadley nominated Lisa Rimbach as Vice President. After a vote, Lisa was elected.

There was no nomination for the Treasurer position; this will be carried over to future meetings.

Jerry Singleton made a motion to nominate and elect the following slate to be elected as new Board Members:

- Rick Johnson – Director 2016/7
- Jill Thomas – Director 2016/7
- Jay Bell – Director 2016/7
- Lauren Calderon – Director 2016/7
- Michelle Dastyck – Director 2016/7

Rye Dalton seconded the motion. **Motion carried.**

8. General Fund Fundraisers

Legoland: Melissa reported that this year the tickets were sold online and was very successful compared to other years, generating 1,133 or \$5,000 in ticket sales for the LEGOLAND Community Day Sunday, April 26th. The sales process was easier than in years past requiring fewer which fewer volunteer hours and limited support from the front office of each school site. Office staff didn't have to fulfil ticket orders or handle any cash or checks since the tickets were distributed electronically by EEF.

Meritage Wine Market: A fun event was held Thursday, April 30th at Meritage Wine Market and The event was promoted through EEF mail campaigns and EUSD PeachJar and was promoted as a district event (all parents invited). The event was a good introduction to people that might not have attend a typical school event. A suggestion was made to look to repeat the event in October

Encinitas Rotary Wine & Food Festival (aka Wine Festival): The Wine Festival will be held on June 6th. The Foundation purchased a block of 36 tickets. Two (2) tickets were given to each school site and sold during the schools spring auctions. The remaining tickets were packaged with raffle tickets and offered to our donor community.

9. School Fundraisers

School Auctions: Eight of nine schools had auctions and all of them used Bidding For Food (Bidding for good is an online auction and data management tool).

Karate/Dream Dinners: The partnership with Encinitas Karate has brought in \$1,000 so far. Dream Dinners will pay the foundation 10%, with \$3,000 going to the school with the largest participation.

10. Grant Opportunity

The Mizel Foundation, through the City of Encinitas, is providing up to \$5,000 grant opportunities to arts and civic organizations. The Foundation has submitted a grant to help offset the approximately \$25,700 cost of Biz-Town, which is a school program for 5th graders.

11. Announcements

John Cotter spoke about an upcoming EUSD district-wide track meet for students in the 3-6 grades that will be held on June 6th from 9am to Noon at La Costa Canyon. Please spread the word, and they are looking for volunteers. More information can be found on Peach Jar (Peach Jar is the EUSD flyer communication tool found on EUSD website.

Kay McKenzie was recognized at the Volunteer Awards at El Camino Creek because of all the work she has done with the Employer Matching Program.

Melissa Wadley is working on a copy of the Best Practices and will distribute at an upcoming meeting.

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Chick-Fil-a will hold a district-wide event Thursday, June 4th and will guarantee a \$500 donation to the Foundations general fund.

A La Costa Heights parent has created a shopping bag imprinted with EEF that will be sold at the La Costa Haggan Market (formerly Albertson's). Provides free marketing and exposure, and the Foundation will receive a portion of the profits.

Adjournment: At 8:31pm a Motion was made by Lisa Rimbach and seconded by Kay McKenzie to adjourn the meeting. **Motion Carried.**

Respectfully submitted by Shad Butte, June 3, 2015.