

Encinitas Educational Foundation
Minutes for Meeting Held August 10, 2015
Location: District Office



Meeting Attendees

EEF Board		Other Member/Attendees	
Shelly Kelly	President, Community	Adrienne Bergeron	La Costa Heights
		Pacheco	
Lisa Rimbach	V.P., Community		
Jay Bell	Treasurer, OPE		
Shad Butte	Secretary, Capri		
Rick Johnson	Community		
Michelle Dastyck	Community		
Rick Johnson	Community		
Dr. Baird	District Liaison		

1. Call to Order: The meeting was called to order by Shelly Kelly at 6:40 pm.

2. Reading and Approval of the Minutes from June 8th : Motion was made by Jay Bell and seconded by Lisa Rimbach. **Motion carried**

3. Report from Officers

- a. President's Report:** Shelly read an introduction of Glen Warren who has taken over for Nancy Diana-Jones who has recently retired. He has several years teaching in the classroom and is a California Teacher of the Year. He also has experience with informational literacy and is technology focused. Glen is a great fit since he will round out the technology team of EUSD. The Board retreat was productive and a good experience for the members to get to know each other better.

Shelly Kelly made a motion to nominate and elect board member Jay Bell as the Treasurer. Michelle Dastyck seconded the motion. **Motion carried**

Shelly discussed the process of removing the old directors on the bank account and adding the new directors. Shelly and Shad were added as contracting officers and will continue the cleanup process to update the signers for both the Foundation main account and the OPE separate account. OPE maintains a separate bank account under the Foundation account and we wanted to ensure those site level officers do not have access or control over the Foundation main account.

At the retreat the bylaws were discussed and potential changes were recommended and will be presented at a future meeting. Also discussed was how committees can better be used in the future to leverage interested parents and community members to bring their specific expertise to certain areas. Initially there would be an Administrative and Development committee, and Board members were encouraged to join one of the two committees. These committees would be task specific and focused on making things happen, and could break into smaller subcommittees to manage specific initiatives. Also discussed working together with the District to apply for grants.

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Shelly introduced Adrienne Bergeron Pacheco from La Costa Heights as a prospective Board Member. She wants experience with fundraising. Community connections and partnerships

Rick Johnson made a motion to nominate Adrienne Bergeron Pacheco as a Board Member. Lisa Rimbach seconded the motion. **Motion carried**

- b. Treasurer's Report:** Discussed timing of financial reports and information and how reports are distributed to board members. Cheryl Shelhamer is onboarding Julie Maffuid, the new bookkeeper, on Wednesday. Jay will be involved with the transition of responsibilities and how to present financial information moving forward. Cheryl and Julie will work on the prior year financial close.

4. District Liaison Report

Dr. Baird gave a status update on the District. Paul Ecke has completed many of the updates from Prop P. Lots of work taking place at Ocean Knoll and Capri, and most sites have undergone painting and landscaping projects over the summer. District is in the process of selling \$14MM in bonds. District is looking to put \$5MM into facility upgrades and committing \$5MM to fund a long term technology endowment to benefit the sites from the proceeds of the Pacific sale. Initial results from the common core assessments are encouraging, with most students meeting or exceeding expectations. Individual student results will be communicated in addition to how the District interprets the results and overall benchmark since it is the first year. Farm Lab up and running, and some bond money will be allocated to that project. Goal is to produce 75% of the district produce needs through FarmLab and the other district gardens, and a kitchen component will be implanted this fall. District will continue to receive yoga funding this year, but at a lower level than last year. The Sisters STEM related grant will also continue at four of the sites. Received a water grant related to water reduction training, due in part to the District's innovative storm water collection program.

5. Back to School Update

Melissa has been working with seven of the nine sites to develop fall fundraising campaigns that will be run through the Foundation. In addition, she evaluated the benefit of CRM systems to manage the donor base at each of the sites to facilitate long term relationships, but may be too complex for the sites to rollout this year. A more simplified approach is, this year sites will have the ability to log into the Foundation website and access their school's fundraising reports. School site feedback was to provide easier reporting related to their internal donors. A training of financial procedures and user tools will take place next week, in addition to a separate meeting related specifically to donor matching.

6. Fundraising/Events

Rotary Wine Festival: Getting a check for \$9k; Foundation was the fourth top fundraiser and increased our donation from last year by nearly 100%. A good event to build on in the future.

Mizel Foundation: City of Encinitas awarded the Foundation a \$4,500 grant to apply towards the cost of BizTown.

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Encinitas Karate: Encinitas Octoberfest on September 20th. Foundation will share a booth with Encinitas Karate. On October 4th they are holding a “Board Break-a-thon” fundraiser with a goal of \$10k and has chosen EEF this year as the beneficiary of their event.

Beyond Measure: A follow-up to “Race to Nowhere” will be screened on November 10th at La Paloma. We are hosting this event and share in ticket proceeds after a fixed cost of the theatre is covered.

7. Old Business

- a. **Executive Director Position.** EEF agreed last year to fund the position through the Fall fundraising season and at that point the Board would evaluate if the support provided by the Executive Director would be able to transition to a volunteer led organization. Shelly felt the organization isn’t yet ready to transition to solely a volunteer foundation, and we would have to look at the Foundation’s cash position and fundraising efforts to strategically determine the best course of action. Board members were encouraged to form a committee to review this and to present their recommendations at a future meeting. As part of this process we need to determine what level of service should be provided to the school sites, ranging from back-office support on one end of the spectrum and robust fundraising and community outreach on the other end.

Adjournment: At 8:45pm a Motion was made by Lisa Rimbach and seconded by Jay Bell to adjourn the meeting. **Motion Carried.**

Respectfully submitted by Shad Butte, August 10, 2015.