



AGENDA

BOARD OF DIRECTORS OF THE EUREKA SCHOOLS FOUNDATION

April 9, 2014

6:30 P.M. in the Eureka Union School District Office Board Room.

The Board of Directors of the Eureka Schools Foundation, a California nonprofit public benefit corporation, held its regular meeting on Wednesday, April 09, 2014, at 6:30 p.m. at the Eureka Union School District Office, 5455 Eureka Road, Granite Bay, California.

1. Meeting Called to Order by Steve Schorer at 6:43 p.m.
2. Attendance:
Operating Committee in attendance: Steve Schorer, Margot Birch, Lisa Bader, Kelly Byars, Judi Gavia and Matt McGarty.
Board members present: Michelle Flanery, Doug Juday, Jessica Keefe, Vilma Stoberlein, Sandra Urosevic. Chemene Phillips, Linda Rooney and Rick Phillips.
3. Approval of February and March minutes.
Moved to April Meeting due to lack of quorum.
4. Event Management
 - a. AGC (Kelly)
Currently in our sixth and final week. Latest numbers as of 4/04 at end of week 5 are 18% participation and \$141,000 collected. Still have \$10,000 in pledges from recurring donations. Called about 900 families during call-a-thons. Reviewing what was done to promote. This week in Wed folder there will be a final flyer. Considering ways to follow up on people who said yes - possibly send a targeted email. Considering a very positive Directed Letter only to those families who have not given. Matt recommended the people who left messages or called to email each to send a personal note – can we do a central email – yes, but would be easier to do individually. Lyn did last year and it brought in a lot of money at the end. The Connect Ed message from the principals will go out tomorrow. Will be following up with 200 that have committed to pledge. Mass Mutual next College Night is Thursday, May 01 at Olympus from 6-7:30.

- b. Foundation Cup (Rick)
One month away from the event. Have 14 sponsors - Title Sponsor is Northwestern Mutual with \$15,000 paid. Currently 47% of sponsorships are paid and there are 2 holes available for sponsorship. There are 41 foursomes committed (oversell) and 20 are paid to date. We expect 35 foursomes to participate. The last committee meeting is tomorrow night summarizing where we are and finalizing details for the day of. Sandra is continuing to work on placing volunteers.
- c. Fund Run (Jessica K)
Currently have \$23,000 in sponsorships. Finalized the printed material with Chemene. There are 123 people already registered. Most are from the running groups. Looking for a chairperson for next year. The process is very streamlined and fresh eyes always make the event better.
- d. Fall Auction (Kari)
Key positions have been filled and we have had a few meetings. Event is scheduled for Saturday, November 15, 2014 and the theme is Saturday Night Fever. Our Spring Kick-Off meeting will be scheduled for the end of May before school gets out.

Connie – Summer Camp flyers are done – Goren Tennis, Kovars and Spanish. iCode not finalized yet and possibly Mandarin - 3 - 1 week sessions and working out details. Committee to review needs to put together Back to School video. Issue is scheduling teachers, etc. over summer.

5. New Business

- a. Growing Corporate Donations
The current process is dependent on people or a specific person. This makes it hard for event chairs to manage. Discovered we need to systematize our systems to better manage sponsors and events. Create a sponsorship committee and considered having an executive director that manages pieces and creates consistency. We believe we are at a point in the foundation that these things that can be considered – we need to come up with a strategic plan. Would like to kick off a strategic planning session and it will have a core group and will bring in different people as needed. Updates will be brought to the larger group. The goal is to have action in place before the school year starts. Much exists already, it's just spread out among different people.

6. Financial

- a. Financial Report (Annette)
Balance sheet as of March 31 - Liabilities and Equity is \$1,429,550, which includes the endowment. Owe \$160,000 to district of last years' commitment. We are in a strong cash position.
Profit and Loss – \$356,000 - last year this was a negative number. Improved by reducing the amount given to the district and working to be responsible.

7. Reports

- a. President's Report (Mark)
Marjorie Hayes Fund – presented check at district
iCode Pilot Program is at full capacity at Excelsior and Ridgeview with 70 on the waitlist.

b. Superintendent's Report (Linda Rooney)

First day back after Spring Break is Bus Driver Appreciation Day. Artwork displayed is from Maidu this month. Currently in LCAP Planning and focused on goals. Common Core Implementation - We have in curriculum and continue to need the support of ESF. Technology infrastructure details are being reviewed.

California Distinguished School - It is by invitation and we have never had before. The interview process went well.

Students are participating in the field test of new testing criteria this week.

Thank you to all the coffee chats.

8. Meeting adjourned at 7:58 p.m.