



MINUTES

BOARD OF DIRECTORS OF THE EUREKA SCHOOLS FOUNDATION

April 08, 2015

1. Meeting Called to Order at 6:05 p.m.
 - a. Amendment to agenda. Sponsorship training to be moved to end of meeting in hopes of arrival of additional board members.

2. Attendance:

Operating Committee in attendance: Steve Schorer, Matt McGarty, Annette Stalker, Lisa Bader, Lori Dangberg, Mark Goozen, Jessica Rafanan, and Kim Vincent.
Board members present: Jessica Keefe, John Hovde, Rick Randolph, Renee Nash and Linda Rooney.
Others present: Erin Dees

Not present: Margot Birch, , Judi Gavia, Tiffany Jones, Lyn Kleinbach, Jessica Rafanan, Abby Burke, Michelle Danti, Lorrie Drucker, Tom Cologna, Michelle Flanery, Brian Hickey, Warren Holt, Doug Juday, Craig Lyman, Sandie Rugroden, Trevor Sanders, Vilma Stoberlein.

3. Approval of March Minutes – moved to May meeting.
 - a. Meeting minutes still being reviewed and will be moved to May meeting.
4. Sponsorship Training
 - a. Sandra U. presented updated Business Partnership Plan and next steps for 2015/2016 Fundraising Year.
5. Financial Update – financial numbers were presented.
 - a. Block grants approved by Operating Committee earlier in the day. According to financial calculations, ESF will be able to give \$10K for each junior high and \$6K for each of the elementary schools.
 - b. \$4K earmarked for athletic uniforms at junior high schools.
 - c. Solid position with funds from upcoming events still coming in – Golf, Run, AGC and Big Day of Giving.
 - d. Block Grant requests to be received from the district one week before May meeting. Board to review and approve requests at May 6 meeting.

6. Event Updates

- a. Annual Giving (Kim V)
 - a.i. AGC concluded right before Spring Break. Participation down district-wide. Total about \$133K currently with additional funds pledged. Goal to reach \$140K with additional pledged funds.
 - a.ii. Lyn K. to possibly support AGC as co-chair next year.
 - a.iii. Kim V. to host download meetings on AGC and present notes next month at Operating Committee meeting.
- b. Big Day of Giving (Mark)
 - b.i. Sac Region – all local charities with common platform for promoting giving on one single day. Tuesday, May 5, 2015. Broader infrastructure to help leverage greater funds.
 - b.ii. From communication standpoint, make Big Day of Giving separate from AGC. Work with 3Fold to make it a social media campaign, recognizing that we have limited bandwidth in terms of volunteers.
 - b.iii. Suggestion (Jessica Keefe) – businesses to donate a certain dollar amount from proceeds on Big Day of Giving.
 - b.iv. Kim V. to connect with Kim T. at 3Fold re: strategy around Big Day of Giving.
- c. Art & Music (Jessica R)
 - c.i. Overall, art sales up, revenue slightly down.
 - c.ii. Art Auction is well functioning now, but perhaps time to review how to proceed with Art Auction going forward.
 - c.iii. Look at calendar of events overall to see what the year looks like and see if it makes sense to continue as is or to change calendar.
- d. Alumni Event (Judy/Lori)
 - d.i. Kim Nash and Marisa Schorer – event is coming along well.
 - d.ii. Flower Farm on April 18 – casual elegance with food stations.
 - d.iii. Waffle Truck for dessert.
 - d.iv. Slideshow with old ESF pictures and separate slideshow with kids in elementary school and what they are doing now.
 - d.v. Important for Board Members to engage with former Board Members. What is currently happening with ESF?
 - d.vi. 90-100 attendees approximately.
 - d.vii. Sell will not be a hard sell – connecting alumni back to the emotion of ESF.
 - d.viii. Most attendees are people who worked on events, board members, and connection to ESF.
- e. Golf (John)
 - e.i. 5 new sponsors added this year that have long-term potential and investment possibilities in future.
 - e.ii. 31 confirmed foursomes, still collecting funds. 33 targeted foursomes. Looking for 3-4 new foursomes to add.
 - e.iii. Looking for main raffle prize – Apple iWatch.
 - e.iv. Insurance policies confirmed for hole-in-one sponsorships.
- f. Fund Run (Jessica K)

- f.i. Registrations are up to 175 without any notifications. Printed materials go out in Wednesday folders next week.
 - f.ii. April 24 deadline for sponsors to make it on the t-shirt.
 - f.iii. Sponsorships up to \$23,500.
 - f.iv. Mathnasium - packet pick-up. Paid all previous dues.
 - f.v. 3Fold – unresponsive to emails. No improvement over the process and support for Fund Run marketing.
 - g. Auction Gala (Erin)
 - g.i. Danielle Conforti – Online Coordinator
 - g.ii. Solicitations Administrator – Lora Kaiser
 - g.iii. Solicitations letters to go out in the next week to two weeks.
 - g.iv. Still need a décor lead for auction.
- 7. Strategic Plan Priority Reports
 - a. Sponsorship Committee (Sandra)
 - a.i. Preliminary planning meeting in May with full sales meeting in August. Requested 3Fold to get website updated with new material.
 - b. Messaging/Marketing (Tiffany)
 - b.i. No update.
 - c. Board Restructuring (Lori/Renee)
 - c.i. Sub-group (Lori, Tiffany, Steve and Renee) looking at governance and current structure.
 - c.ii. Review of best practices.
 - c.iii. Contemplating one voting board supported by committee structure.
 - c.iv. Plan to present first outline to what the board structure will look like and final recommendation to go to Operating Committee meeting approval in June.
 - c.v. Fall will be transition time during the school year.
 - c.vi. Plan to eliminate two-body structure. One board of directors with voting and fiduciary responsibilities.
 - c.vii. Possibly a larger board during transition and some experienced board members coming off of the board after the first year.
 - c.viii. Continue to include ex officio members, board officers, and executive committee.
 - c.ix. Board Committee structure – there will be a role and responsibility for every board member.
 - c.x. External committees – chaired by board members but include non-board members, i.e. event chairs, etc.
 - c.xi. Creating structure that supports fundraising efforts and looking at future.
 - c.xii. If others want to be a part of ESF – committee roles are good option for non-board members.
 - c.xiii. Terms – determine term strategy and commitments.
 - d. Website (Brian/Lisa/Rick)
 - d.i. No updates. More info to follow.
 - e. Recruiting (Lyn/Jessica K)

- e.i. Moving forward on volunteer recruitment.
 - e.ii. Hold on board recruitment until needs are identified through Board restructure.
 - e.iii. Thank you card with personal signature to all volunteers.
 - e.iv. Recruitment event in September – catering to three elementary schools.
- 8. 3Fold Monthly Progress Report
 - a. No update this month.
- 9. Superintendent's Report
 - a. Student Summer Institute & Teacher Institute
 - b. 3 teachers to serve as trainers.
 - c. District offers teachers opportunity towards credits or hourly pay. 20 spots for new teachers and returning teachers from last year.
 - d. LCAP – revisions and review of three-year plan.
 - e. April 29, 2015: 9:30 – 5:15 pm – meeting – input for LCAP.
 - f. CASPP – student assessments begin April 13. Grades 3-8
 - g. Principal Sean Healy – CA Recognized Leader as Co-Administrator of the Year
 - h. Per Renee Nash - School Board will be interviewing superintendent candidates at the end of April.
 - i. Per Renee Nash – Linda Rooney's retirement party – May 30. All Board Members invited.
 - j. Per Sean Healy – Administrator of the Year Award – Linda Rooney.
- 10. President's Report
 - a. No update.
- 11. Meeting Adjourned at 7:40 p.m.