



MINUTES

BOARD OF DIRECTORS OF THE EUREKA SCHOOLS FOUNDATION

August 12, 2015

6:00 P.M. Eureka Union School District Office

The Board of Directors of the Eureka Schools Foundation, a California nonprofit public benefit corporation, held its regular meeting on Wednesday, August 12, 2015, at 6:00 p.m. at the Eureka Union School District Office, 5455 Eureka Road, Granite Bay, California.

1. Meeting Called to Order by Matt McGarty at 6:06 pm.

ATTENDANCE: Matt McGarty, Margot Birch, Khanh Hoang, Sandra Urosevic, Lisa Bader, Lori Dangberg, Lorrie Drucker, Judi Gavia, Brian Hickey, Jessica Keefe, Jessica Rafanan, Rick Randolph, Steve Schorer, Annette Stalker, Vilma Stoberlein, Kim Vincent, Renee Nash, Tom Janis, Sean Healy, Erin Dees, Pilar Sheahon.

2. May and June Minutes – Move to September Meeting

BOARD VOTE:

MOTION: MOTION MADE BY MARGOT BIRCH TO MOVE APPROVAL OF MAY AND JUNE MINUTES TO SEPTEMBER MEETING. SECOND MADE BY LISA BADER. NO OPPOSED. NO ABSTAIN. MOTION APPROVED.

3. Executive Committee Update (Matt McGarty)

The Executive Committee met on August 6, 2015. The Executive Committee will meet 10 days prior to the general Board meeting. This will allow for necessary follow-up with committee chairs prior to the monthly Board meeting. Will discuss further about board restructure; however, each committee should figure out what works best and how often to meet. For the Executive Committee meetings, a conference call line will be available if someone is unable to attend. Next Executive Committee meeting is August 28, 2015.

4. Financial Report (Khanh Hoang)

The overall change in net assets from fundraising events and administrative costs increased by \$36,234 in the 6/30/2015 Fiscal Year End. Operating cash balance as of June 30, 2015 was \$288,813. \$199,086 in cash reserve. Financials will be submitted to auditor in September. Lafler Moore hopes to provide report in October. The July financials will be presented at September's meeting along with the August financials.

Question re: Enrichment & Language Program on Financial report: Enrichment registration funds come from tuition participation fees. There is some residual income from the iCode program. Some of the income is used to pay technicians. World Language Program is zeroed out every year. \$351,824 is \$328K pledge to District, plus \$23K Fund-a-Need. Enrichment is a pass through program.

a. Board Fiduciary Responsibility

Everyone has fiduciary responsibility to review financials and ensure accuracy.

5. Revision of Bylaws (Matt McGarty)

Steve Schorer, Lori Dangberg and Matt McGarty have reviewed the bylaws and identified what changes need to be made. Steve Schorer will work with attorney to have revisions legally reviewed prior to finalizing changes. By September, we should have a legally reviewed copy for the Board to review and approve.

6. Board Restructure (Matt McGarty)

Most of the Board Restructure was discussed at meetings in the later parts of last year. There have been additional changes to board members over last few months. If the Board decides to add additional members, we will implement trainings with Lisa Bader, as the Board Training and Evaluation Lead. The Proposed Board Restructure document with names listed under each subcommittee was distributed for review. The name at the top of each subcommittee is the lead on that subcommittee.

a. Reporting Procedures

For any questions, please feel free to reach out to Tiffany Jones, VP – Governance and Internal Affairs, Margot Birch – VP Community Engagement and the Executive Committee for anything else.

7. iCode Program (Lorrie Drucker)

Provided iCode survey results for the Board's review. Results are a mixed bag. Overall the beginner's classes are a good option. Advanced classes might be good as well, but we have not seen the advanced progression some parents would have liked. Teachers vary depending on who signs up to assist with the program.

Based on review of survey comments, it seems there wasn't enough visibility. Recommendation is to have a deeper conversation regarding survey results and the overall program with Thoughtstem before rolling out iCode again. It's clear that most advanced students would not want to continue with the current program.

We recently received unsolicited outreach regarding different coding programs. Margot to set up a conversation with Ginna Myers, EUSD Director of Curriculum, and Lorrie Drucker and report back before making a decision to move forward with the current program.

8. World Language Program

Pilar Sheahon was introduced as the new representative for the World Language Program. Pilar is working with Mark Goozen to set up the online registration process. Pilar Sheahon to meet with Khanh Hoang regarding the manual registration, check, and deposit process. Currently the World Language Program has 19 offerings in 3 different languages - French, Spanish, and Mandarin - and is working to expand the French program at the junior high levels.

9. Strategic Plan

a. Sponsorship (Mark Goozen)

No update.

a.i. Double the Donation

Move to next month's meeting.

b. Website (Rick Randolph)

Website redesign proposal from Bear Consulo was provided for the Board's review. The proposed website would be created in Wordpress format and Bear Consulo would provide 3-4 different manifestations of the website for review. Completion of the website would be approximately 6 weeks after providing approval to move forward. Cost is \$150 per month for monthly website maintenance. Some noted that ongoing maintenance is a good option to help solve any issues early on.

Question regarding two milestone payments – payment due upon completion but not launch? Launch comes through the hosting process. ESF will be able to see and work with the website before it is launched.

Goal is to have 3-4 board members and/or the Officers review before finalizing the website.

The process with respect to posting on the new website and who has access needs to be clearly defined.

Margot Birch to work with 3Fold to get current website updated for upcoming audit.

b.i. ESF Website Proposal

BOARD VOTE:

MOTION: MOTION MADE BY MATT MCGARTY TO APPROVE PROPOSAL FROM BEAR CONSULO FOR WEBSITE REDESIGN WITH PAYMENT TERMS AS DESCRIBED IN THE PROPOSAL. SECOND MADE BY BRIAN HICKEY. ALL IN FAVOR. NO OPPOSED. ABSTAIN – STEVE SCHORER. MOTION APPROVED.

c. Marketing (Margot Birch)

c.i. Amazon Smile

Amazon Smile was discussed at our last Executive Committee meeting. Amazon Smile donates a very small percentage (.5%) of purchases to the designated organization. A recommendation was made that because it's such a small amount of money, ESF should not compete with the school PTC's.

Suggestion - perhaps it would be a great way to reach out to ESF alumni through the newsletter. Consider direct marketing to alumni and their families instead of district parents.

KhinH Hoang to reach out to Amazon Smile on behalf of ESF to determine who set up the account and where the funds are going.

d. Board Training & Evaluation (Margot Birch/Lisa Bader)

d.i. Doug Juday Replacement

Doug Juday has resigned from the ESF Board due to personal and work commitments. We received a new Board member recommendation from Doug Juday – John Nordstrom, who works at Fidelity and has 2 children in the district.

Lisa Bader to reach out to John Nordstorm and determine interest.

Governance Committee strongly recommended that no new board members be added until the bylaws are updated and approved.

10. Events

a. Back to School Night (Brian Hickey)

Brian Hickey will be working on the Back to School night video. Brian is seeking suggestions on messaging for the video. It's important to reestablish case of why parents need to donate and volunteer. Need to assume that most parents don't know what ESF is, need to know where the money goes and how it's spent.

Back to School Night Dates - Aug 25 - 27. Brian plans to have video completed by Aug 19 or 20 for Board review.

Separate discussion regarding ESF t-shirts – Margot to research and provide options to ESF Board.

b. Volunteer Recruitment (Lyn Kleinbach and Jessica Keefe)

Volunteer Recruitment event will be held on Monday, September 14 at Cibo 7. Invites will go on the chairs at New Parent Orientation, on the tables at SOS/CAN nights, eblasts and Wednesday folders. Goal is to have around 50 new parents attend. Budget of \$1500 is based on attendance at past volunteer recruitment events. All Board Members and Principals are invited to attend to help recruit parent volunteers. Raffles and RSVPs will be used to capture attendees.

b.i. Budget Approval

BOARD VOTE:

MOTION: MOTION MADE BY KIM VINCENT TO APPROVE \$1500 BUDGET FOR VOLUNTEER RECRUITMENT EVENT. SECOND MADE BY JUDI GAVIA. ALL IN FAVOR. NO OPPOSED. NO ABSTAIN. MOTION APPROVED.

c. Auction Gala (Erin Dees)

Preliminary budget was provided for review, still waiting on final numbers from Granite Bay Golf Club. Auction Gala is November 14. Online auction will end on November 11 (Veteran's Day). Event theme is On Broadway.

Ticket sales will be online this year. Would like to incorporate event pre-registration with catalog pickup this year. Live auction started late last year, will try to move the live auction earlier because people left early.

Reminder from Finance Committee – RSA needs to be accurate for value of ticket price.

c.i. Budget Approval

BOARD VOTE:

MOTION: MOTION MADE BY MARGOT BIRCH TO APPROVE BUDGET OF \$192,736 FOR THE 2015 AUCTION GALA AS PRESENTED. SECOND MADE BY ANNETTE STALKER. ALL IN FAVOR. NO OPPOSED. MOTION APPROVED.

11. Superintendent's Report (Tom Janis)

Big event taking place – first day of school! Conducted CPR and certifications classes for staff. Distributed EdCal article – Educational Celebrity – Sean Healy. Sean Healy is great representation of Olympus Junior High and district overall.

Preliminary report shows that enrollment is consistent with last year, which means that we are not in a decline. Good healthy district is a district that is on a steady incline. Inter-district data shows almost 600 children (588) transferring to EUSD, which is greater than most districts.

Block Grant Donation - PE Uniforms with ESF logo have been ordered.

Steve Schorer read email from Abby Burke, who submitted resignation to ESF at the end of the last fiscal year. Tom Janis will work to identify new teacher liaison for ESF.

12. President's Report

Matt McGarty very proud to be president of ESF, especially when hearing about all of the great things happening in the district. Appreciate everyone's support. Keep lines of communication open.

Michelle Danti is currently handling mail pickup.

13. Meeting adjourned at 7:38 pm.