



MINUTES

BOARD OF DIRECTORS OF THE EUREKA SCHOOLS FOUNDATION

March 12, 2014

6:30 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, March 12, 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 Mark Goozen at 6:41 p.m.
2. Attendance:
Operating Committee in attendance: Mark Goozen, Steve Schorer, Margot Birch, Annette Stalker, Lisa Bader, Kelly Byars, Lori Dangberg, Matt McGarty and Jessica Rafanan.
Board members present: Abby Burke, Tom Cologna, Michelle Flanery, Jessica Keefe, Vilma Stoberlein, Sandra Urosevic. Chemene Phillips, Kevin Roche, Linda Rooney and Rick Phillips.
3. Approval of February minutes.
Moved to March Meeting.
4. Event Management
 - a. Art Auction (Jessica R)
A big thank you and sigh of relief for a great event. We had a smaller turnout due to weather – down overall with the biggest reduction seen in art of about \$2,000. A little lower on sponsorship, but expenses down about \$600. The flow of the night overall was great. The team has a good plan of keeping track to see what did not sell for future years. Feedback has been great for overall for this important community event.
 - b. AGC (Kelly)
Officially kicked off – thank you to everyone for their help at art auction. It will officially be 2 weeks this Friday. We are currently at 20% over where we were last year and at 11% participation district wide and at \$80,000.
Coffee chats going well – Greenhills has the highest participation so far. The next one is at Maidu at 8:45 tomorrow and then final one is next week Oakhills/Ridgeview at 9:15.

Call-a-thons are scheduled for 3 nights – Tuesday, April 1, Thursday, April 3, and Monday April 07. We need as many volunteers as possible.

Currently, ESF Board is at 43% participation, EUSD Board at 100% participation and 50% for principals. Goal is 100% for all.

Mass Mutual is the title sponsor for AGC. They are offering a seminar on Wednesday March 26 from 6-7:30 at Excelsior. Flyers going out to promote, but please mention. We would like to see good participation.

Thermometers at the schools are up. General conversation about better ways to encourage people – compared to last year, possibly in E-blast at week 3, differentiate by school. Reaching out to alumni and anyone who has donated in the past 2 years.

The promotion beginning this week is any donation of \$500 or more will get a lifetime GBGC social membership.

- c. Foundation Cup (Rick)

The team met last week at Tom's office and had 10 people present. Focus was on auction items and sponsors. Also reviewed hole placement of sponsors. Currently at 11 sponsors and 31 foursomes. Goal was 30 foursomes and we have 8 payments collected and 2 sponsors paid. Estimate of \$125,000 for sponsorship and foursomes compared to \$80,000 last year. The Title Sponsor at the \$15,000 level would be event plus 3 foursomes. A \$10,000 would be Co-Event Sponsor with Wells Construction also at \$10,000. Hole sponsorships are at 10, plus Bloody Mary/Mimosa, Out of Bounds and Beach Hut Deli are in kind donations. Linda will pass on the contact information as Dr. Walsh from Brandeis University is interested in sponsorship.
 - d. Fund Run (Jessica K)

Major push is for sponsorships, which are currently down from last year. Important as it impacts all printed material. Running groups have doubled – 45-50 participants. Working with each school to plan an event at each school site for after the run.
5. New Business
- a. Marjorie Hayes Music Fund

Formed this scholarship fund account 4-5 years ago for the restricted monies and it is sitting in the count. Linda and Annette will work out details on a letter and specifics. Possibly have the family at a board meeting to present the funds to the music teachers.

Motion to close the separate account and move the restricted money to our main account and then give the \$2903 to the music programs made by Lori Dangberg. Second made by Lisa Bader. Approved.

6. Financial
- a. Financial Report (Annette)

Will have final event items next month. Cash position is green and not red! We will have a \$160,000 surplus after our contribution to the district. It is a different picture than last year. We will be in a better position to make decisions for the district.

Amount this year to draw for 2014 grant is \$27,840 to be used for 2015 Summer Institute. The downside to reinvesting money and pulling out next year is planning and

it is important to show goodwill to teachers and staff and continue to fund a year in advance for planning purposes.

Motion made to use the Endowment amount to fund Summer Institute for 2015 in the amount of \$27,840 made by Lisa Bader. Second made by Abby Burke. Approved.

7. Reports

a. President's Report (Mark)

Update from the Operating Committee meeting – we had a presentation on insurance from Russell Postell. Historically ESF has carried 2 types – liability that covers events and one that protects directors and officers. He evaluated what we have and considering our web presence exposure for data breach information, he recommended we consider Cyber insurance. We are currently evaluating and will make a recommendation on the decision. Discussion began about the endowment and working on specific strategies to move forward. We need a very carefully thought out plan and marketing strategy to accomplish this task and include the broader community in order to be successful. The committee is just beginning to talk about some basics – possibly starting with people who understand the endowment and it's benefits. Also create a smaller more intimate event to raise money specifically for that. The idea is to get this implemented to have an event in late summer or fall and make it an annual event. Granite Bay View article about iCode is out which creates great visibility for the program. In 2 hours sold all 30 seats, and the next day filled up Excelsior so there are 60 kids enrolled. There are 65 on the wait list. We will need to begin conversations about summer and fall. Abby is impressed by the instructors and how well they are organized. ThoughtSTEM is currently working on a \$7mil grant to train teachers across US and the second area to identify in grant is Granite Bay.

For the 65 families who did not get in we will take the opportunity to acknowledge and reach out to them. Is there a possibility that we could add another day or possibly offer them priority registration since they did not get in. It is important to work out details on this small scale before we roll out to all sites and talk through options.

b. Superintendent's Report (Linda Rooney)

Passed Granite Bay View article copies around and also the article about Dr. Feist who was in the same issue. Presentation made to board about Professional Development (Summer Institute). See attached. We would like to have meetings at each school site to offer information on the Common Core and possibly try to practice the assessment. Will look into options of presenting to parents. Will also do for the new integrated math. Summer Camp for Spanish will be 3 weeks on the Maidu campus. Pilot for mandarin went well and will further discuss options to expand.

8. Meeting adjourned at 8:23 p.m.