



AGENDA
BOARD OF DIRECTORS OF THE EUREKA SCHOOLS FOUNDATION
August 12, 2021
6:00 P.M. Zoom

LOCATION: EUSD Office, Board Room, 5455 Eureka Rd, Granite Bay, CA 95746
For those who cannot attend in person: [Zoom](#)
Meeting ID:918 7326 2837
Passcode:715207

The Board of Directors of the Eureka Schools Foundation, a California nonprofit public benefit corporation, held its regular meeting on Thursday, August 12, 2020, at 6:00 p.m. in person and via zoom.

1. Meeting called to order at 6:08 pm.

Introductions of all guests in attendance.

Introduction of Thomas Robertson who will be supporting technology efforts.

Attendance:

Name	Role	Method
Lorrie Robertson	President	Virtual
Jessica Marrone	Secretary	In Person
Yana Smolin	Treasurer	In Person
Cory Salzillo	Board Member	In Person
Melissa Gutzman	VP of External Relations	Virtual
Luciano Oviedo	Sponsorship Director	N/A
Trici Jones	Event Director	N/A
Breanne Patterson	Volunteer Director	Virtual
Tom Janis	Superintendent	In Person
Renee Nash	EUSD Board	In Person
Thomas Robertson	Guest	Virtual
Laurie Beyer	Site Leader	Virtual

2. Minutes

- a. [June 2020](#)
- b. Note from Melissa Gutzman regarding summer camps being for GATE students only.

BOARD VOTE

MOTION: MOTION TO APPROVE JUNE MINUTES MADE BY Melissa Gutzman. SECOND Jessica Marrone. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

3. Financial Report (Yana Smolin)

- a. Audit - currently in progress and [KhinH Hoang](#) (Prior treasurer is working on this)
 - i. Lorrie Robertson requested that the auditors provide guidance on what's expected of event chairs from a documentation perspective.
- b. Profit and Loss Review
 - i. [Prior Year Profit and Loss Review](#) - noted that, as previously approved ESF dipped into reserves to meet the contribution.
 - 1. Moved over \$1000 that was allocated to the art auction, this is the Holt Sponsorship donation, and moved to AGC since Art Auction did not happen.
 - 2. There are \$571.90 charges from 7/27/20 - this is an expense from the Spring 2020 event. We can't move it back so it reflects under the 2020 financials.
 - ii. [Year over Year Profit and Loss](#)
 - 1. Noted that the Fund Run license/permit was not posted yet, however it has not yet been paid., and will reflect once processed.
 - 2. Discussed looking at data from 2 years ago for comparison. No change was made at this time.
 - iii. [Overhead %](#)
 - 1. Last year was 7% - typical non-profit range is 15-50 with 25% being the average.
 - 2. Decision made to look at the % from 2019-2020 as well.
 - iv. Walkon Topic - how long does it take to issue checks? Normally a short period of time however right now the signing authority is in transition.
 - v. Walkon Topic - Payment approvals - discussed ways that approvals for payments have been processed in the past.. DECISION: Use the print, sign and email method.
- c. ESF Annual Policies
 - i. Yana will load these to the google workspace. Please print, sign and email back to Yana prior to the next board meeting.
- d. **Vote** on financials Report

BOARD VOTE

**MOTION: MOTION TO APPROVE FINANCIAL REPORT MADE BY Cory Salzillo.
SECOND BY Melissa Gutzman. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR.
MOTION APPROVED.**

4. Summer Working Sessions Report (Lorrie Robertson)

This summer, the ESF Board met informally for working sessions to organize ourselves and to make progress on key areas so we could hit the ground running starting tonight! We had a pretty ambitious set of goals, especially related to knowledge transfer and administrative tasks.

a. Marketing

- i. Voted to create 1000 ESF-branded laptop stickers, along with short letters to parents, describing what ESF does
- ii. Received the stickers and gave them to the District's technology person

b. Survey

- i. Received approval from Tom
- ii. Distributed to a small set of trusted parents to get feedback
- iii. Incorporated feedback
- iv. Voted to pay for a SurveyMonkey subscription
- v. Sending to last year's families, via Constant Contact, with a SurveyMonkey link

c. Technology

- i. Established Google Drive file structure
- ii. Assigned Google Suite email addresses
- iii. Migrated/migrating old ESF documents, etc. to Google Drive
- iv. Tony Schroeder (Prior technology officer) shared passwords with Thomas Robertson
- v. We discussed leveraging a text-to-give platform to make donating easier, but it is another 'thing' to manage
- vi. Tie in to finance: understanding the different ways payments work on different platforms:
 1. Formstack/Stripe
 2. Givesmart
 3. Run Sign Up
 4. Square

d. Financial Transparency

- i. We discussed many ideas for how to simplify ESF financial information for ourselves and for our constituents (parents, potential board members and volunteers)
- ii. This process will be iterative
- iii. Some scheduling issues with changing signers at the bank - mostly resolved; I need to finalize my paperwork

- e. Events
 - i. Fund Run
 - 1. Sent Holt Orthodontics overarching sponsorship ask (sent 8/11/21)
 - ii. Back to School Night
 - 1. We voted to approved a budget for Back to School Night
 - iii. Parents' Back to School Social
 - 1. Waiting until Sept 1 to make a call on this event
 - iv. Auction Gala - discussed dates and in-person vs virtual
 - v. Golf - discussed dates
- f. [Google Emails](#) - (Luciano Oviedo) approve purchase for more? Establish names.
 - Luciano was not present, however Jessica Marrone spoke with him on this topic and the additional emails will not cost anything additional.
 - Jessica Marrone Proposed moving this to the next working session

5. [ESF Master Calendar](#)

- a. Aug 19 ELT Meeting 9-11:30 - Bre Patterson & Trici Jones
- b. Sept 16 ELT Meeting 9-11:30 - Yana Smolin
- c. Sept 13 EUSD Board Meeting - Lorrie Robertson
- d. Tom Janis let us know that BTSN might go virtual, will be firmed up by 8/13 end of day. May need to attend BTSN's virtually.

6. Committee Updates

- a. Governance (Vacant) - no update
- b. Community Engagement (Melissa Gutzman) - no updates
 - i. ACTION ITEM: Discuss these roles in a working session
- c. Sponsorship (Luciano Oviedo) - Annual sponsorship from Holt!
- d. Technology (Vacant) - Thomas Robertson has received information from prior Office Tony, took over all of the google accounts.
 - i. Note: works for Square but does not get incentivized, therefore no conflict of interest as that is a current.
 - ii. Goal for technology is to centralize district family data to identify giving trends and future messaging. Similarly looking to centralize sponsorship data to identify giving trends.
 - 1. Inquired about utilizing payment processing tool (IE: Square) to collect all payments and capture what event the transaction pertains to.
 - 2. Thomas will be documenting the process for ownership of the google account.
 - 3. Tom Janis will look into getting current year registration data from Cindy Leone

- e. Marketing (Vacant) - Lorrie Robertson & Melissa Gutzman put together a high level [marketing schedule](#). ACTION ITEM: Discuss this in the next working session.
 - i. Brian Patterson is interested in support ESF with social media
 - f. Volunteer Recruitment (Breanne Patterson)
 - i. Back to School Parent Social - would like for this to happen, if/when TBD.
 - ii. Lorrie Robertson - we need to ensure the website inquiries are going to the Secretary email. Thomas Robertson will take the lead on this.
7. Event Updates
- a. AGC (TBD) Lorrie Robertson will spearhead this! No update.
 - b. Back to School Events (Melissa Gutzman and Trici Jones) - More information to come from the district tomorrow
 - c. Fund Run – September, 26, 2021 (Breanne Patterson) - We have a title sponsor, Holt! Registration is open, principals are promoting the event, banners are on the way. ESF members, please sign up.
 - d. Online Auction & Auction Gala Jan 29 2022 (Melissa Gutzman and ?) - need to determine if we move forward due to the level of effort and COVID. Will need to make a vote at a future board meeting. Discussed the date being in January due to costs, club availability, overall ESF calendar, and Melissa being the chair for this and golf.
 - e. Art Auction (TBD) - will not happen this year.
 - f. Golf Tournament – May 9, 2020 (Melissa Gutzman and ?) planning will pick up later.
 - g. Sports Partnerships (Melissa Gutzman) - Have done this with the Kings and the Rivercats. These are 2 ESF hosted Kings nights where ESF gets discounted tickets, and sells them to the district & can raffle off floor seats for warmups. We pay a retainer for these. Can also set up a table at the arena. The table could be leveraged to include the sponsors (info and swag). We also have in the past had student sing the national anthem. We are also looking into soccer as another partnership option.

BOARD VOTE

MOTION: MOTION TO APPROVE XXX MADE BY XXXX. SECOND BY XXXX. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

8. Superintendent's Report (Tom Janis)
- a. Laurie Beyer spoke to the busy fun start to school. Class assignment night was huge.
 - b. Tom - successful first 2 days. Adjusting to a new COVID environment. New mandate for all staff to have the COVID vaccine on file, or to test once a week (paid by a federal grant). Working on a testing service for students and staff. This includes classroom volunteers.
9. Adjourn
- Meeting was adjourned at 7:51pm