



## Meeting Minutes

### BOARD OF DIRECTORS OF THE EUREKA SCHOOLS FOUNDATION

6:00 P.M. Eureka Union School District Office Board Room, 5455 Eureka Rd, Granite Bay, CA

For those who cannot attend in person: Google Meeting

<https://meet.google.com/eny-zdtt-yzk>

The Board of Directors of the Eureka Schools Foundation, a California nonprofit public benefit corporation, held its regular meeting on Wednesday February 16, 2022, at 6:00 p.m. in person and via zoom.

1. Meeting called to order at 6:06 pm.

Attendance:

Name	Role	Method
<b>Lorrie Robertson</b>	President	In Person
<b>Jessica Marrone</b>	Secretary	In Person
<b>Yana Smolin</b>	Treasurer	Virtual
<b>Cory Salzillo</b>	Director	In Person
<b>Melissa Gutzman</b>	VP of External Relations	In Person
<b>Luciano Oviedo</b>	Sponsorship Director	Virtual
<b>Trici Jones</b>	Event Director	N/A
<b>Breanne Patterson</b>	Volunteer Director	In Person
Brian Patterson	Marketing Director	Virtual
Thomas Robertson	Technology	N/A
Tom Janis	EUSD Superintendent	In Person
Renee Nash	EUSD Board	In Person
Laurie Beyer	Site Leader (Maidu)	Virtual
Julie Crawford	EUTA Representative	N/A
Dr. Ginna Myers	Curriculum Oversight	N/A
Lesley Day	Technology Support	N/A
Shelly McCleane	Teacher at Maidu	In Person
Kendi Dahlstrom	Friend of ESF	N/A
Brandee Gutowski	Friend of ESF	N/A
Allison Kelley	Friend of ESF	N/A
Danielle Osborn-Mills	Friend of ESF	N/A
Jon Parker	Friend of ESF	N/A

2. Introductions to welcome new ESF Teacher Representative
3. Minutes
  - a. [January 2022](#)

#### **BOARD VOTE**

**MOTION: MOTION TO APPROVE JANUARY MINUTES MADE BY CORY SALZILO, SECOND BY LORRIE ROBERTSON. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.**

4. Financial Report (Yana Smolin)
  - a. Audit
    - i. Lorrie received contact information from the Auditors, Yana will reach out to the auditors.
  - b. [Profit and Loss Review](#)
    - i. Event financials are not yet ready. Reviewed annual to-day vs 2019.
    - ii. Discussed the increase in facilities expenses. In prior years it was in event supplies/materials.
    - iii. **Vote**

**BOARD VOTE**

**MOTION: MOTION TO APPROVE FINANCIAL REPORT MADE BY JESSICA MARRONE. SECOND BY MELISSA GUTZMAN. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.**

5. Executive Committee/Working Sessions Report (Lorrie Robertson)
  - a. Nominating Committee
    - i. If anyone is interested in finding out more about roles we can share
      1. Cory can serve to answer governance question
      2. Brian will be
      3. Event chair positions are available (Gala, Golf, Art Auction)
      4. Lorrie will be connecting with some individuals and will have more information
    - ii. Process and positions to be filled
      1. February begins conversations of open roles
      2. Work to fill positions by May
      3. New board is voted in June (3 in 1 meeting)
  - b. Placeholder - Brian Patterson (Marketing)
6. ESF Master Calendar; Representation for the following:
  - a. EUSD **Board** Meeting **Mar 14**, 6:30PM - Brian Patterson
    - i. Discussed Feb Board meeting as an opportunity to do more ESF marketing.
    - ii. To also work with the Destination Imagination (DI) to create synergy between STEAM fair and DI
    - iii. The district would like to see the program for DI come back, requires some teacher leadership. National winners would receive money to help offset costs of
  - b. EUSD **ELT** meeting **Mar 3** in-person, 9-11:30AM (just attend one for the first few minutes to give an update) - Lorrie Robertson
  - c. **PTC** Site Council Meeting: N/A for Nov, Feb 9, 2022
7. Committee Updates
  - a. Governance (Vacant, Cory Salzillo)
  - b. [Marketing](#) (Brian Patterson) (10 mins)
    - i. Looking at a more consistent cadence of messaging

1. Discussed e-blasts as a monthly message vs social media can be weekly
2. Can also re-send emails to those who have not read their email
- ii. Looking to increase volunteerism
  1. Lorrie is working with a marketing person and a business strategy person
- iii. In addition to event messaging
- iv. Prep for AGC messaging in March
  1. Specifically those who have not given thus far in the school year
  2. Focus on Education of ESF
- c. Technology (Thomas Robertson) (5 mins)
  - i. Working with Brian on data analysis for AGC
- d. Sponsorship (Luciano Oviedo) (5 mins)
  - i. Technology Classes (from March Gala)
    1. Those who have paid from March 21 gala will be included on the discounts as pre-paid (where applicable) to coding classes being leveraged for the STEAM fair
  - ii. Other ESF Sponsors
    1. Need to triage sponsor for golf or other events (STEAM)
    2. ACTION ITEM: Luciano to set up a meeting with Brian and Melissa to triage
- e. Volunteer Recruitment (Breanne Patterson) (5 mins)
  - i. Volunteer Spring Social (April 24, 3-6PM Back yard at Bre's house)
  - ii. Will also use the TK/Kinder Jamboree for volunteer recruitment
  - iii. Documenting the role of the Volunteer Recruitment as well as documenting the volunteer positions by working with board members and event chairs
    1. Can expand the partnership with GBHS volunteers for events and board support

## 8. Event Updates

- a. AGC (Lorrie Robertson) (2 mins)
  - i. Created a spreadsheet to structure population segmenting for soliciting donations through the end of the year
  - ii. Create GiveSmart Campaigns for text messaging
  - iii. Text to Give AGC2122 will make a generic one to be used year over year
  - iv. Can create digital flyers on our website and use in principal emails
- b. Online Auction & In Person Gala – Jan 29, 2022 (Melissa Gutzman) (5 mins)
  - i. Recap of event and [financials](#)
  - ii. Thank you so much to everyone here who supported in one way or another
  - iii. 160 sign ups 127 attended
  - iv. Made roughly 95k! Not as much as hoped but low attendance due to COVID
- c. Golf Tournament – May 9, 2022 (Melissa Gutzman) (5 mins)
  - i. [Budget review](#)
  - ii. Looking to find a nice balance at the upcoming event.
  - iii. ***Vote***

### **BOARD VOTE**

**iv. MOTION: MOTION TO APPROVE GOLF BUDGET MADE BY CORY SALZILLO. SECOND BY JESSICA MARRONE. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.**

- d. TK/Kinder Jamboree March 19, 2022 (Jessica Marrone & Bre Patterson) (2 mins)
    - i. Plan to make it kid friendly to elicit volunteers and donations
    - ii. Tom shared that banners will go up this week and social media will go up soon
      - 1. We will cross post as social media comes in
  - e. STEAM Fair May 2022 (Lorrie, Luciano) (2 mins)
    - i. Making progress on the guidebook
    - ii. Working with Dr. Myers on support and communication
  - f. Art Auction (N/A for 2021-2021)
  - g. *Sports Partnerships (Melissa Gutzman) (5 mins)*
    - i. *Canceled due to COVID*
  - h. *Back to School (TBD)*
  - i. Fund Run – **Sunday Sep, 25, 2021** (Breanne Patterson)
    - i. Date looks good!
9. Superintendent’s Report (Tom Janis) (5 mins)
- a. Parent workshops will be go back to in-person/hybrid to start
    - i. Typically 25-75 people
    - ii. Will ESF support food/beverage (pizza/cookies/water) \$100 per event
    - iii. Childcare paid for by ESF via STAR
10. Next Meeting(s) (2 mins)
- a. Online **Working Session Tues Mar 1, 12-1:30**
  - b. In-Person **Board Meeting Wed Mar 16, 6-7:30**
11. Adjourn
- Meeting was adjourned at 7:49 pm