



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-zdt-tyzk>

The Board of Directors of the Eureka Schools Foundation, a California nonprofit public benefit corporation, held its regular meeting on Wednesday January 26, 2022, at 6:00 p.m. in person and via zoom.

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

Attendance:

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

1. Minutes
 - a. [November 2021](#)

BOARD VOTE

MOTION: MOTION TO APPROVE OCTOBER MINUTES MADE BY YANA SMOLIN. SECOND TRICI JONES. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

2. Financial Report (Yana Smolin)
 - a. Walk-on Topic (housekeeping)
 - i. Discussed some mail received
 - ii. ACTION ITEM: Yana to look into updating IRS contact information
 - b. Audit
 - i. No update on audit - Khinh continues to be the contact but has not provided an update. Yana will continue to follow up.
 - ii. ACTION ITEM - Lorrie will reach out to Khinh directly
 - c. [Profit and Loss Review](#)
 - i. Trending pretty similar to 2019 and haven't yet added in the online auction numbers yet.
 - ii. AGC is trending pretty similar to 2019 as well, and we were not able to hold BTSN this year
 - iii. Gala has already covered expenses so it's looking good too.
 - iv. **Vote**

BOARD VOTE

MOTION: MOTION TO APPROVE FINANCIAL REPORT MADE BY JESSICA MARRONE. SECOND BY CORY SALZILLO. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

- v. United Way Application - request for renewal received and processed in January.
 1. Local charities "club" for Placer and Sac County
 2. Refiled so ESF is in their database of active Non Profits
3. Executive Committee/Working Sessions Report (Lorrie Robertson)
 - a. ESF Holiday Party - Thank you to those who came! Thank you Yana for hosting!
 - b. One on ones - some of these have been scheduled, planning to schedule the rest asap.
 - c. [STEAM Fair](#)
 - i. Tom echoed that STEAM is important to district families (surveyed this week)
 - ii. Discussed whether STEAM is a part of Enrichment.
 1. Enrichment is outside of core curriculum (English, Math, Social Science, Science)
 2. Topics like Art, Engineering, Computer Science, are all enrichment.
 - iii. Prior board members have been reached out to and advised that this is not in alignment with the MOU with the district.
 - iv. Discussed how this event could increase overall funding, therefore meeting ESF's overall fundraising purpose.
 - v. Reviewed bylaws and MOU during the meeting and discussed that there doesn't appear to be anything in conflict.

1. It was pointed out that there likely have already been decisions made that are in conflict of MOU (like site grants in which ESF decides how they are spent)
- vi. Discussed how we draw the line from other enrichment areas directly to events, but not for STEAM fair. This could be confusing as we are not able to direct funding in the District for curriculum.
 1. Opportunity to clarify that money raised at STEAM fair goes towards Enrichment for the district (can do this in future messaging and at the event itself)
- vii. Like World Language Program - this sets our district apart and draws people into the district and into donating
- viii. **Vote**

BOARD VOTE

MOTION: MOTION TO APPROVE ESF MOVING FORWARD WITH PLANNING AND EXECUTING A STEAM FAIR IN MAY 2022 MADE BY CORY SALZILLO. SECOND BY LUCIANO OVIEDO. SEVEN APPROVED. ONE OPPOSED. NO ABSTAIN. MOTION APPROVED.

d. [Budget](#)

- i. **Vote In Person**

BOARD VOTE

MOTION: MOTION TO APPROVE STEAM FAIR BUDGET COSTS OF \$5,325 MADE BY YANA SMOLIN. SECOND BY LUCIANO OVIEDO. SEVEN APPROVED. ONE OPPOSED. NO ABSTAIN. MOTION APPROVED.

4. ESF Master Calendar; Representation for the following:
 - a. EUSD Board Meeting Feb 14, 2021, 6:30PM (Lorrie Robertson)
 - b. EUSD ELT meeting **Feb 3 & 17** (PD day), Virtual 9-11:30AM (just attend one for the first few minutes to give an update) (Yana Smolin)
 - c. PTC Site Council Meeting: Feb 9, 2022 9-11:30AM (Lorrie Robertson)
 - i. Notes: EUSD Representatives provide information for feedback from PTC Presidents, ESF, & Site Council. Run by Tom Janis and ESF participates. No presentation.
5. Committee Updates
 - a. Governance (Vacant)
 - b. [Marketing](#) (Brian Patterson) (5 mins)
 - i. We have 40-50% open rate on emails, which is really good!
 1. 5-7% click through rate is right on for industry standard
 - ii. We plan to use some of the market research from earlier this year into an AGC push in the Spring
 - iii. ACTION ITEM: Jessica - add marketing as a major topic for the working session
 - iv. For the next working session, also look into crafting our needs for supporting marketing, and filling other vacancies.
 - v. ACTION ITEM: Lorrie and Brian to discuss recruiting a Social Media Coordinator during Friday's call.

- vi. Discussed how to reach untapped potential for homeowners in the district
 - 1. Could look at prior contacts as an easy opportunistic starting point (Alumni campaign) or a flyer campaign. Noted that previous flyer campaigns for non EUSD families did not yield anything.
 - 2. ACTION ITEM: Jessica - invite Kendi to the Feb 1 working session
 - c. Technology (Thomas Robertson) (5 mins) - not present, no update.
 - i. Looking into accounts for company matching to align company gifts with the donor
 - d. Sponsorship (Luciano Oviedo) (5 mins)
 - i. Technology Classes (from March Gala)
 - ii. Parting with a coder/teacher to offer these classes soon
 - e. Volunteer Recruitment (Breanne Patterson) (5 mins)
 - i. Volunteer Social (Tentative: April 24, 3-6PM)
 - ii. Kendi Dahlstrom offered to support this as well
- 6. Event Updates
 - a. AGC (Lorrie Robertson) (2 mins)
 - b. Online Auction & In Person Gala – Jan 29, 2022 (Melissa Gutzman) (5 mins)
 - i. Online Auction Results - <\$35k CONGRATS!!
 - ii. Tickets, Auction, Marketing etc. - 160 tickets sold
 - c. Golf Tournament – May 9, 2022 (Melissa Gutzman) (5 mins)
 - i. Did not discuss
 - d. TK/Kinder Jamboree March 19, 2022 (Jessica Marrone & Bre Patterson) (2 mins)
 - i. Did not discuss
 - ii. Moved from 1/29 to Mar 19, 2022
 - e. STEAM Fair May 2022 (Luciano Oviedo, Bre Patterson) (N/A already discussed)
 - f. Art Auction (N/A for 2021-2021)
 - g. Sports Partnerships (Melissa Gutzman) (5 mins)
 - i. Cancelled due to COVID
 - h. *Back to School (Melissa Gutzman)*
 - i. *Fund Run – Sep, 26, 2021 (Breanne Patterson)*
- 7. Superintendent's Report (Tom Janis) (5 mins)
 - a. Bad news - declining enrollment which could lead to staffing layoffs list
 - b. Good news - iGen parent talk tomorrow night - attend virtually
 - i. There were over 100 parents at the TK/Kinder Info night tonight
- 8. Next Meeting(s) (2 mins)
 - a. Online February Working Session Tues 2/01, 12-1:30
 - b. In-Person February Board Meeting Session Wed Feb 16, 6-7:30
- 9. Adjourn

Meeting was adjourned at 8:38 pm