



Meeting Minutes
BOARD OF DIRECTORS OF THE EUREKA SCHOOLS FOUNDATION
May 11, 2022

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

Video call link: <https://meet.google.com/xzi-ozue-fyq>

Or dial: (US) +1 617-675-4444 PIN: 197 518 861 2496#

The Board of Directors of the Eureka Schools Foundation, a California nonprofit public benefit corporation, held its regular meeting on Wednesday May 11, 2022, at 6:00 p.m. in person and via Google Meet:

1. Meeting called to order at 6:09 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	Virtual
Trici Jones	Event Director	N/A
Breanne Patterson	Volunteer Director	In Person
Brian Patterson	Marketing Director	Virtual
Thomas Robertson	Technology	
Tom Janis	EUSD Superintendent	In Person
Renee Nash	EUSD Board	In Person
Laurie Beyer	Principal Liaison (Maidu)	In Person
Julie Crawford	EUTA Representative	
Dr. Ginna Myers	Curriculum Oversight	
Lesley Day	Technology Support	
Shelly McCleane	Teacher at Maidu	
Kendi Dahlstrom	Friend of ESF	
Brandee Gutowski	Friend of ESF	
Allison Kelley	Friend of ESF	In Person
Danielle Osborn-Mills	Friend of ESF	
Gina Kim	Friend of ESF	In Person
Jon Parker	Friend of ESF	
Kelly Wood	Teacher Rep (Excelsior)	Virtual

1. Call to Order and introduction of guests
2. Approve Minutes
 - a. [April 2022](#)
 - i. **VOTE**
 - ii. **MOTION: MOTION TO APPROVE April MINUTES including 3 edits made in real time, MADE BY Cory Salzillo, SECOND BY Yana Smolin. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.**
3. Financial Report (Yana Smolin)
 - a. Audit - no updates due to focus on taxes due this week
 - b. [Profit and Loss Review](#)
 - i. **VOTE**
 - ii. **MOTION: MOTION TO APPROVE April Financial Report with a change to the column header for golf for the previous year, MADE BY Lorrie Robertson, SECOND BY Cory Salzillo. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.**
4. Executive Committee/Working Session Report (Lorrie Robertson) (5 mins)
 - a. Nominating Committee - Status update
 - i. In progress with Melissa Gutzman chairing Gala and Golf next academic year.
 - ii. Trici Jones will be resigning at the conclusion of this academic year
 - b. Working on content to share with donors on the gap in enrichment funding at the district. To be used in print materials or BTSN 2022.
5. ESF Master Calendar (5 mins)
 - a. EUSD **Board** Meeting **June 13**, 6:30PM - endowment check. Trici Jones to provide year end recap
 - b. EUSD **ELT** meeting **2 last day of school June 2**, 9-11:30AM - CANCELED
 - c. Note - Secretary will be sharing proposed ESF calendar for 22/23 & summer
6. Committee Updates
 - a. Site Grant Applications (Lorrie/Jessica)
 - i. Grant Form [Submissions](#) Log, [Supporting Docs](#)
 1. President summarized each grant
VOTE
MOTION: MOTION TO APPROVE 7 site grants as described in the applications totalling \$35,000 MADE BY Cory Salzillo, SECOND BY Melissa Gutzman. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.
 2. Excelsior - needs separate approval to re-allocate funding from prior years towards the VR goggles.
VOTE
MOTION: MOTION TO APPROVE Excelsior re-allocation of the 2 prior year site grants to the VR goggles as documented in the current year application MADE BY Cory Salzillo, SECOND BY Lorrie Robertson. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.
 3. Discussed the notion that money should be spent in the timeframe approved. If funding is not used as planned ESF should be made aware. Drafted a question to the application to ask if the prior year's money was spent as planned. Removed the question pertaining to directed funding. ESF will vote on this prior to distribution in 22-23 academic year.

- b. Governance (Vacant, Cory Salzillo)
 - i. No Updates
 - c. [Marketing](#) (Brian Patterson/Allison Kelley)
 - i. Looking to standardize the marketing content
 - ii. Discussed the email strategy of newsletters, event marketing, and new family messaging, welcome series, thank you series, returning families,
 - iii. ACTION ITEM - President to ask Cindy Leonie (district data) mid-summer registration data
 - iv. ESF will produce a RACI model for the marketing content at the next working session
 - 1. Event chair approves for events
 - 2. President approves all
 - 3. Tom Janis approves all
 - 4. Series content will be approved at once, others will be approved on demand
 - v. Discussed the Summer Language Program - pending approval, and updates from the district website and digital program flier (Lisa Cataldo). ACTION ITEM - ESF4Kids President President to follow up on district updates.
 - d. Technology (Thomas Robertson)
 - i. Working with Allison on marketing data.
 - e. Sponsorship (Luciano Oviedo)
 - i. No updates - will touch base with Marketing on the sponsor related content
 - f. Volunteer Recruitment (Breanne Patterson)
 - i. No updates
7. Event Updates
- a. Current Academic Year
 - i. AGC (Lorrie Robertson)
 - 1. Call-A-Thon - non traditional, targeted call lists being developed
 - 2. Draft email message for graphics for year end printed piece
 - ii. Golf Tournament – May 9, 2022 (Melissa Gutzman)
 - 1. [Budget](#) - not finalized as of this meeting.
 - 2. Highly successful event with higher profits than estimated based on the number of players enrolled.
 - iii. STEAM Fair - May 20-21. 2022 (Lorrie, Luciano)
 - 1. Se up after school Friday
 - 2. 50 reserved spots so far
 - 3. Went over the agenda
 - 4. ACTION ITEM: ESF4Kids Marketing Drafted, approved messaging to the district to go out asap
 - b. 2022-23 Academic Year
 - i. Back to School Night (Jessica Marrone & Trici Jones - Co Chair) (2 mins)
 - 1. Budget will be presented at the June meeting
 - 2. Note: create ways to attract people to the booth (outdoor sounds system, music, bring kids)
 - ii. ESF Social (???)
 - 1. Looking at mid September TBD
 - iii. Fund Run – **Sunday Sep, 25, 2022** (Breanne Patterson)
 - 1. Mark your calendars
 - 2. Looking into Peer to Peer fundraising
 - iv. Gala (Melissa Guzman)

VOTE

MOTION: MOTION TO APPROVE the auction gala date of October 29, 2022 with a deposit to the golf club and begin marketing content totaling \$5,500 MADE BY Lorrie

Robertson, SECOND BY Jessica Marrone. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

- v. Sports Partnerships - Kings/Rivercats (???)
 - 1. Season starts in fall - defer discussions until next academic year
- vi. Art Auction (Trici Jones is interested in this)
 - 1. Art docents are returning
- vii. Golf **May 8, 2023**(Melissa Guzman)
 - 1. Date identified
- viii. STEAM Fair (Luciano?)
 - 1. TBD based on if it will be a recurring event
- 8. Superintendent's Report (Tom Janis)
 - a. Things are returning to normal
 - b. Enrollment is increasing (in part due to the TK additions)
 - c. LCFF funds may be increasing
- 9. Next Meeting(s)
 - a. Online **Working Session Tues May 24, 12-1:30**
 - b. In-Person **Board Meeting Wed June 1, 6-9PM**
 - i. 3 in one: June Meeting, Annual Meeting, FY Meeting
- 10. The meeting adjourned at 8:20