



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: [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 Wednesday October 20, 2021, at 6:00 p.m. in person and via zoom.

1. Meeting called to order at 6:09 pm.
Introduction of Guest Speakers (Dr. Myers & Lesley Day.)

Attendance:

Name	Role	Method
Lorrie Robertson	President	In Person
Jessica Marrone	Secretary	In Person
Yana Smolin	Treasurer	In Person
Cory Salzillo	Director	Virtual
Melissa Gutzman	VP of External Relations	In Person
Luciano Oviedo	Sponsorship Director	n/a
Trici Jones	Event Director	n/a
Brian Patterson	Marketing Director	Virtual
Breanne Patterson	Volunteer Director	In Person
Thomas Robertson	Technology	Virtual
Tom Janis	EUSD Superintendent	In Person
Renee Nash	EUSD Board	In Person
Laurie Beyer	Site Leader (Maidu)	Virtual
Dr. Ginna Myers	Curriculum Oversight	In Person
Lesley Day	Technology Support	In Person
Kendi Dahlstrom	Friend of ESF	In Person
Brandee Gutowski	Friend of ESF	N/A

1. Minutes
 - a. [September 22, 202](#)

BOARD VOTE

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

2. Melissa Mercado

1. [Ginna Myers and Lesley Day](#)

a. Presented the slide deck: Initiatives:

i. Streamline applications - ESUD asked ESF to please only approve site grants for approved software.

1. EUSD will share the list of approved software with ESF
2. EUSD has multidimensional rubric they use to review/approve an application

ii. Computer science K-8:

1. Digital portfolio to accompany each child
2. Build skills & write curriculum to align with standards
 - a. Offers a competitive advantage for the area
 - b. Sets the children up for success in neighboring high schools that have computer science programs
3. Funded through the enrichment financial path (Could K-5 integrated in the day, 7-8 as an elective)
 - a. Aligns with the ESF donors interest in STEM (based on recent survey results)
4. Currently looking at pricing to see what the cost for the programs would be. Bulk of costs would likely be in Teacher Training.
5. Different from computer lab in being a user vs computer science. understanding hardware vs software, and understanding computer programming.
6. Next steps: EUSD to put together a more clear picture of the program and costs

iii. Parent workshop

1. Previously ESF would help with In Person Parent Workshops (light snacks etc)
2. More can attend due to being virtual (20-80 typically attend)
3. Typical costs are around \$1500 and there is funding for this
4. Dr Jean Twenge costs \$4000. She is an expert in the field of children and technology and the balance in supporting them.
5. ASK is for ESF to cover \$2,000 (or half) of the speaker fee
 - a. Will continue to support ESF: already include branding on opening slides and can include a link to donate
 - b. ESF questioned the value of \$4k to 80 people, and the direction of the message
 - c. EUSD will ensure, prior to contract, that the speaker's content is reviewed and approved.

- d. Next Steps; EUSD to gauge interest in the topic to address attendance. EUSD to ask for the speaker to submit an agenda for the event.

b. Vote will occur after we receive more content from EUSD around speaker content for this type of audience

3. Financial Report (Yana Smolin)

a. Audit - no update

- i. Lorrie will follow up with Khinh & Previous meeting minutes to find contact information for the auditors

b. [Profit and Loss Review](#)

- i. Note: includes money coming in and money going out for World Language Program (Ex: \$40k outgoing)
- ii. AGC is up over last year which is the most comparable - can attribute this to ESF flyers that were sent out
- iii. Discussed the challenges of locating deposited checks - need to streamline check deposit recording and cloud storage location/access. \$245 cash deposit allocated to agc needs to be moved to FundRun) Yana to reach out to bookkeeper to streamline location of check deposit information.

c. Vote

BOARD VOTE

MOTION: MOTION TO APPROVE FINANCIAL REPORT (UNDERSTANDING \$245 CASH FOR FUNDRUN NEEDS TO BE MOVED FROM AGC) MADE BY LORRIE ROBERTSON. SECOND BY MELISSA GUTZMAN. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

4. Executive Committee/Working Sessions Report (Lorrie Robertson)

a. [GiveSmart Renewal](#)

- i. Prior event chairs provided rationale to adding the GiveSmart support options to the contract for Gala.

b. Vote

BOARD VOTE

MOTION: MOTION TO APPROVE FUNDING FOR \$4,495, AND CONTRACT FOR \$3,695 MADE BY YANA SMOLIN. SECOND BY BREANNE PATTERSON. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

5. ESF Master Calendar; Representation for the following:

- a. EUSD Board Meeting Nov 8, 2021 6:30PM - Lorrie Robertson
- b. EUSD ELT meeting NEED BACKFILL Oct 28 (Jessica Marrone
 - i. Nov 4 & 18 (Just go to one: Nov 18) 9-11:30AM - Tom will get back to us on the November meeting date.
- c. PTC Site Council Meeting: N/A for Nov, Feb 9, 2022 - Lorrie Robertson

6. Committee Updates

- a. Governance (Vacant)

- b. Marketing (Brian Patterson)
 - i. [Marketing Update](#) - please review the deck. Lots of progress on data reconciliation and analysis. Lots of opportunities for marketing to reach out to families that donate and those that don't and also the community as a whole.
 - c. Technology (Thomas Robertson)
 - i. Payment Handling
 - 1. Stripe offers a discount to non profit, Square offers CRM which Stripe does not.
 - a. Could save \$2 per \$365
 - 2. GiveLively = free CRM, option possibly comparable to Salesforce (free 10 licenses for non-profit)
 - 3. Next steps: more details at the next working session
 - ii. Migration of content to the shared drives, still in progress
 - d. Sponsorship (Luciano Oviedo) - not present
 - i. New Sponsors Directed Funding - to expand donor pool
 - ii. Yubbler - several thousand dollars raised
 - iii. Technology Classes - Luciano has a proposed option for the district
 - e. Volunteer Recruitment (Breanne Patterson)
 - i. Volunteer Social (TBD in the Spring)
7. Event Updates
- a. AGC (Lorrie Robertson)
 - i. [Budget](#)
 - 1. Discussed doing hand written thank you's after the gala and to larger AGC donors.
 - 2. Currently going through the free account application process for GiveLively in case we decide to use it for automated tax receipt/thank yous or txt to give platform.

i. Vote

BOARD VOTE

MOTION: MOTION TO APPROVE AGC BUDGET MADE BY JESSICA MARRONE. SECOND BY MELISSA GUTZMAN. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

- b. Back to School (Melissa Gutzman) - done for this year
- c. [Fund Run Financial Recap](#) – Sep, 26, 2021 (Breanne Patterson)
 - i. Contributors were great! Netted over 28k!
- d. Online Auction & In Person Gala – Jan 29, 2022 (Melissa Gutzman)
 - i. [Gala Budget](#)
 - ii. *Vote*

BOARD VOTE

MOTION: MOTION TO APPROVE GALA BUDGET MADE BY LORRIE ROBERTSON. SECOND BY YANA SMOLIN. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

- e. Golf Tournament – May 9, 2022 (Melissa Gutzman)
 - f. Art Auction (N/A for 2021-2021)
 - g. Sports Partnerships (Melissa Gutzman)
 - i. [Kings Pricing Sheet](#)
 - ii. Item is moved to email
8. Superintendent’s Report (Tom Janis)
- a. The governor has mandated that next year all students and staff are expected to be vaccinated. The superintendents will follow the law but do not yet know what that means.
 - b. 19% of students are out for the walkout on Monday (5% out on a normal day)
 - c. Volunteers are allowed back on campus - follow same rules as employees for COVID
 - d. Case rates are declining
9. Next Meeting(s)
- a. In-Person November Working Session Tues 11/02, 12-1:30
 - b. In-Person November Board Meeting Session Wed 11/17, 6-7:30
10. Adjourn
- Meeting was adjourned at 8:37 pm