



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 September 22, 2021, at 6:00 p.m. in person and via zoom.

1. Meeting called to order at 6:04 pm.

Introductions of all guests in attendance.

Introduction of Melissa Mercado, Chief Business Officer who will be sharing the impact of the ESF donations to the district

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	N/A
Trici Jones	Director	Zoom
Breanne Patterson	Volunteer Director	Zoom
Tom Janis	EUSD Superintendent	In Person
Renee Nash	EUSD Board	In Person
Thomas Robertson	Technology	Zoom
Laurie Beyer	Site Leader (Maidu)	Zoom
Melissa Mercado	EUSD CBO	Zoom
Lisa Blake	8th Grade Olympus Teacher Liaison	Zoom
Kendi Dahlstrom	Friend of ESF	In Person
Brandee Gutowski	Friend of ESF	Cell Phone

1. Minutes

- a. [August 12, 2021](#)

BOARD VOTE

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

2. Melissa Mercado

a. EUSD ESF Enrichment Funding Presentation

Enrichment Budget	
Library	
Technology	\$ 8,508
Music	\$ 175,279
Athletics	\$ 10,478
Summer Institute	\$ 35,000
Site Grants	\$ 35,000
Total	\$ 264,265

1. Question: Kendi - how does the last couple of years measure up?
 - a. Lorrie: It's less than we'd like to see
 - b. Tom/Renee: the total enrichment budget is \$850k.
 - c. ESF used to give more, \$450k.
 - d. Enrollment is declining, which is consistent with other districts but we are landlocked. Rely on interdistrict transfers (~20%).
2. Question: Yana - can we give specific examples of what tangible things ESF covered?
 - a. Ex: Chromebooks (stickers)
 - b. Renee: the vast expense goes towards the salaries of the enrichment teachers and professional development, as well as site grants for flexible seating, and other things like athletics uniforms.
 - c. Clarification: Lorrie - It can be confusing on which things PTC funds vs ESF as they are mirroring ESF advertised programs. We pay for the "gateway" (staff) to those programs (Ex: Librarians (ESF) vs Library Books (PTC) OR Athletics Coach (ESF) vs sports equipment (PTC). Money given to school districts is earmarked for specific things. ESF money goes to enrichment programs/teachers. (Ex: learning loss from COVID, summer school program - academics)

3. Financial Report (Yana Smolin)

a. Audit -

- i. Follow up item - Lorrie Robertson requested that the auditors provide guidance on what's expected of event chairs from a documentation perspective.
 1. No update from the auditors - Yana will touch base again.
 - a. 2-3 years is being audited.

b. [Profit and Loss Review](#)

- i. P&N Year to Date 8.30.21
 1. Brought in 20k so far, our net is at 16K.
- ii. Fund Run - looks low as most money was raised in September
 1. Cory inquired about the permit cost

- a. Lorrie/Bre: the cost has increased but this is a normal cost - includes facility rental and custodian as well as other fees. The fees have gone up this year.
 - b. Kendi suggested we could save money potentially by relocating the race to Oakhills or a Eureka School District
 - c. Bre will add that to the FundRun Recap
 - 2. Next months report will show the more current deposits
- iii. AGC
 - 1. Includes 2 years of data for comparison purposes.
 - 2. We are in the middle of what was raised last year and the year prior.
 - a. Had we been at back to school it would be more but this is a good number considering, due to concerted efforts of marketing ESF
- iv. Administrative Overhead
 - 1. 7% on average reported at last months meeting.
 - 2. For ESF this ranges 5-9% for the last few years
 - 3. Typical NP can be as high as 20% - so are doing great!
- c. **Vote** on financials Report
- d. Collect any ESF Annual Policies - only Robertson's remains.

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.

- 4. Executive Committee/Working Sessions Report (Lorrie Robertson)
 - a. ESF World Language Program ([Slide Deck](#))
 - i. ESF started the World Language program 15ish years ago
 - 1. Languages: Spanish, Mandarin, French
 - ii. The program is sustained through registrations (No Spanish being offered led to dropped registration and enrollment)
 - iii. Fees have been raised from \$350-415 to cover costs when class thresholds are met
 - iv. Classes need to have 10 or more to take place
 - 1. With current enrollment so low, the registration fees do not cover the baseline of overhead required to run the program
 - v. In the past ESF has been a conduit (pass through)
 - 1. Money goes in based on enrollment, and we pass it back to the program
 - 2. ESF can market the program, and there are likely tax benefits to the pass through
 - vi. **ASK** from the World Language Program Director;: Will we set aside \$16,237 to cover the cost of the program if higher enrollment numbers are not achieved?
 - vii. Perspective: Tom believes that the decreased enrollment is due to COVID. The money would not likely be provided by the district if not met by ESF. Rene concurs.
 - viii. If not earmarked the program is cancelled this year and may not be able to come back for future years
 - ix. This program is a "competitive advantage" IE District differentiator and ESF's purpose is to support Enrichment programs.

- x. Financial Analysis: At \$215k pledge = 7%, per student \$152 for this endowment, vs \$69 distributed across all students for the entire endowment.
- xi. ACTION ITEM: ESF could Market/Promote this now and better moving forward. E-blast can go out with FundRun this week, and a dedicated post next week.
- xii. Motion: Approve an earmark (not to exceed) \$16,237, with updated financials when enrollment is closed, which could result in a reduction of the endowment.

BOARD VOTE

MOTION: MOTION TO APPROVE FUNDING FOR ESF TO EARMARK (NOT TO EXCEED) \$16,237 FOR THE ESF WORLD LANGUAGE PROGRAM, WITH UPDATED FINANCIALS WHEN ENROLLMENT IS CLOSED, WHICH COULD RESULT IN A REDUCTION OF REQUIRED ENDOWMENT DOLLARS, MADE BY Jessica Marrone. SECOND BY Trici Jones. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

b. Site Grant Application ([Greenhills](#))

- i. We give \$5k per school, as pledged last year. This review/approve is for the Greenhills site grant request to renew the Reading A-Z program.
- ii. Bre: Questioned whether this is directed towards academics, not enrichment, and if it's something that PTC has covered in the past.
- iii. Laurie acknowledged that this reaches students across the entire campus.
- iv. Lorrie indicated that the Site Grants are discretionary funds from ESF where the principals determine is the highest need for their school.
- v. Alignment with ESF Enrichment:
 - 1. Reading A-Z is technology.
 - 2. Reading A-Z is closely tied to reaching and libraries.
- vi. Cory pointed out that enrichment is what we make of it, funding the needs for the principals creates good will
- vii. ESF ACTION ITEM: Build a site grant library or look into what Sandra may have put together.
- viii. Lorrie noted that this technology demonstrates direct impact to the school and students.

BOARD VOTE

MOTION: MOTION TO APPROVE GREENHILLS SITE GRANT PROPOSAL FOR READING A-Z for \$3,420 by Melissa Gutzman. SECOND BY Yana Smolin. NO OPPOSED. NO ABSTAIN. ALL IN FAVOR. MOTION APPROVED.

- 5. ESF Master Calendar; Representation for the following:
 - a. EUSD Board Meeting Oct 11, 2021 6:30PM (IN- PERSON) Lorrie Robertson
 - b. EUSD ELT meeting Sept 23 (Yana) Oct 7 & 21 (Just go to one: Oct 21 or 28) 9-11:30AM (Trici)
 - c. PTC Site Council October 6, 2021; 9:30-10:30 (Lorrie) (IN-PERSON)
- 6. Committee Updates
 - a. Governance (Vacant)
 - i. No updates

- b. Community Engagement (Melissa Gutzman)
 - i. Proposed removing this as a separate item as all community engagement is covered through the event topics discussed later in the agenda.
 - c. Sponsorship (Luciano Oviedo) [Survey](#) update from Jessica Marrone
 - i. As of 9/16 182 responses
 - ii. 36% 4 years, ~20% each less than a year, and 1-3 years
 - iii. Slightly more respondents from Oakhills and Greenhills than other schools
 - iv. When asked about what program they would pay money for, STEM ranks highest, followed by performing arts, then language, then all others...
 - v. When asked about importance of programs: #1 ranking was STEM, School Site Grants, Entrepreneurship
 - vi. When asked about likelihood of donating their highest dollar amount if funding was possible 74% said definitely or probably
 - vii. Takeaways "ESF should":
 1. Communicate mission/vision/values/purpose more
 2. Describe where the money goes more
 3. Continue to build community in addition to fundraise
 4. Increase Foundation transparency
 5. Fund programs that give the kids a competitive edge
 - viii. Analysis is required to determine what impacts to ESF funding could be and the impacts to the district. Cory noted that people answer based on what the surveyor wants to hear.
 - d. Technology (Thomas Robertson)
 - i. Priorities are to make sure to keep technology afloat
 1. Wrote up a guide to manage email addresses
 - ii. Get a handle on all the ways we collect payments and data about donors and propose streamlining opportunities
 1. Next working group plan to present a payment consolidation
 - iii. Fold in the school data so we get a richer view on all of the donors
 - e. Marketing (Brian Patterson)
 - i. ESF will spend time at the next working session to develop ESF marketing Goals and identify audience/personas in support of the development of the overarching marketing strategy for the year.
 - ii. Will leverage meeting discussions and survey data to focus the messaging based on the needs of the community and foundation
 - f. Volunteer Recruitment (Breanne Patterson)
 - i. Back to School Social
 1. Fund Run will be to focus on Fund Run - so no additional volunteer recruitment activities planned at Fund Run
 2. Looking at scheduling something in the spring to increase volunteer recruitment
 - ii. Bre will focus efforts on volunteer recruitment after FundRun is wrapped
7. Event Updates
- a. AGC (Lorrie Robertson)
 - i. Budget is in progress. Looking into TXT campaign options. This will be a part of the marketing plan as well. Call/TXT campaign target for the spring.

- b. Back to School Event Recap (Melissa Gutzman)
 - i. No updates
- c. Fund Run – September, 26, 2021 (Breanne Patterson)
 - i. 479 people registered as of 12:30PM today
 - ii. Thank you to principals for promoting, and attending and thanks to Tom for handing out awards.
 - iii. If you can't come, register as a sideline supporter!
 - iv. If you want to help, get on the sidelines and cheer on the kids!
 - v. Packet pick up is Saturday at the District Office from 10-2
- d. Parents Social - (Breanne Patterson)
 - i. N/A Due to COVID at this time,, but still TBD for outdoors event in the spring
- e. Golf Tournament – May 9, 2022 (Melissa Gutzman)
 - i. No Update
- f. Online Auction & Gala – Jan 29 2022 (Melissa Gutzman) - COVID Consideration
 - i. Considering calling prior attendees to see how they feel about modified event. Also considering looking at a themed event (instead of formal) as well as, reduced table sizes, lower volume of music etc. Theme ideas: Masquerade (ESF branded mask), snow/ski them etc.
 - ii. Discussed doing a hHybrid event with different ticket prices. In person tickets include dinner. virtual only tickets gain access to the auction and a live view of the auctioneer.
- g. Art Auction (N/A for 2021-2021)
- h. Sports Partnerships (Melissa Gutzman)
 - i. Less profit than previously but with lower minimums (10 tickets). There are a lot of pricing options, Melissa reviewed with the team the pricing and packaging. Last year brought in 4-5K. There isn't a cost to move forward. Board supports planning this event.

BOARD VOTE

No event updates required a board vote. AGC budget planned to vote at the next meeting.

- 8. Superintendent's Report (Tom Janis)
 - a. COVID case rates are starting to decline.
 - b. Local health official Late Oct Vaccines for 5-11 year olds.
 - c. Need subs!
- 9. Next Meeting(s)
 - a. In-Person October Working Session Tues 10/05, 12-1:30
 - b. In-Person October Board Meeting Session Wed 10/20, 6-7:30
- 10. Adjourn

Meeting was adjourned at 8:22 pm