

## Encinitas Education Foundation

### Board Minutes February 9, 2009

Meeting was called to order at 6:45 PM.

#### Attendance

Bill Abrams (FV), Kimberlee Young (ME), Aileen Raskin (ME), Cindy Gray (CAP), Bob Stefanko (FV), Randy Goodson (OPE), Nancy Cunningham (DO), and Dan Grider (DO).

#### Quorum

There was insufficient attendance to warrant a quorum.

#### Reading of the Minutes

Minutes from the January 12, 2009, meeting were approved.

#### Misc

Aileen Raskin and Kimberly Young shared student artwork from Mission Estancia that will be auctioned off at their upcoming event March 7, 2009. The artwork was fantastic!

#### New Business or Announcements

- The Giving Door – The Giving Door is similar to Craig's List on the Web. Contributors must identify a designated charity. The Giving Door retains 25% of the donated amount; 75% goes to the charity. Discussion followed. No action.

#### Accounting Update & Review

- The year-to-date financials were not available.
- The new bank account at California Community Bank (\$250,000 CD) earning equivalent interest is still being processed.

#### Fundraising Activities

- Encinitas 5K and 1 Mile Walk/Run - Sponsorship levels - sponsorship form is the same as last year, with some changes to the sponsorship levels. This year, there is a \$1K level (which will allow more prominent logo placement), and sponsors will need to give at least \$500 to have their logo on tee shirts and signage. Title sponsor – good idea to solicit a 'title' sponsor for the event for a donation of \$5K. This company/group will share the title of the race with the city of Encinitas and thus have the most prominent signage for the event. Race entry forms - We have a larger area for the school competition this year as you can see in the attached form. As before, we will need to have the school's name written in the form in order to receive credit for that entry. Ann will have school specific forms made for each of your school's e-packets and front offices. Race event post cards - Nick is having 100 post cards printed for us to pass out to sponsors or have around school. The cards will be sent to Encinitas residents as well.

Next steps:

- Bob and Ann need school captains for OPE, OK, ME, ECC and Capri
  - Captains – need to make a box for the front office to store entry fees. We will be able to send the entry forms to the city (not the race event planner), which should make the process easier.
  - Sponsorships - Start asking around for any companies to sponsor the event. This is the real moneymaker for us. A title sponsor would be great.
  - Ann will compose a sponsor letter for EEF reps to use when soliciting sponsors. If each school can send this out with their weekly packets as well, that would be ideal.
  - Ann will put together a timeline chart with deadlines for each process.
  - Secure a permit for the overlook park on race day. We are unable to 'reserve' the moonlight beach park/tot lot due to city restrictions. But we can reserve the space that overlooks the ocean just across the street on the bluff.
- Encinitas Rotary Wine Festival – Bill Abrams is representing EEF. The event is scheduled for June 6, 2009. Still need to determine number of volunteers needed. Still need to determine scope of responsibility of EEF. EEF has been invited to sell tickets at \$75 and \$125. Baskets to be prepared should be valued at \$500-750. Incorporate theme ideas. Check the Wine Festival website for information and details. Next planning meeting is set for February 11, 2009. Tickets should be ordered online.

### **Funding Activities**

Cindy Gray provided a brief update. Schools are beginning to submit for grants.

### **EUSD Update**

Dan Grider provided a brief update on the selection process for a new Director of Pupil Personnel Services in the District. He also shared that Superintendent, Dr. Lean King, announced his retirement effective July 1, 2009.

### **Meeting Schedule**

Meetings will be scheduled on the 3<sup>rd</sup> Monday of each month with the exception of October, January and February. Meeting dates are listed below.

**Adjourned** – The meeting adjourned at 7:20 PM.

### **Next Meetings**

- March 16, 2009
- April 20, 2009
- May 18, 2009
- June 15, 2009

Respectfully submitted,

Dan Grider  
Secretary