

# Encinitas Education Foundation

## Minutes December 13, 2010

Meeting was called to order at 6:35 PM.

### Attendance

Chris Possenato (LCH), Veronika Clough (PEC), Jil Likins (OPE), Anita Laird (LCH), Shira Martorana (LCH), Paul Tabot (OPE), Lisa Kendall (LCH), Sally Nubling (PDL), Sharon McCorkle, Joe Gerber (OK), Kristi Kirk (LCH), Debbie Overlock (LCH), Christina Miller (LCH), Stephanie Casperson (Principal FV), Tim Baird (Superintendent), Jennifer Peavey (LCH), Amy Casson (LCH), Gerrit Van Glabbeek (LCH), Debbie Pinter (LCH), Debbie Caligrim (CAP), Nancy Dianna Jones (DO), and Dan Grider (DO).

### Guest

Marla Strich (School Board member)  
Dody Crawford, DEMA

### Pacific View site

Dody Crawford shared a proposal to partner with EEF for the use of the Pacific View site. Proposal included turning the site into a cultural arts center including arts and science programs. She suggested a variety of ideas that would generate an ongoing revenue stream. She is seeking support for her ideas. She believes such use of the property would be mutually beneficial. Dr. Baird shared concerns about the timing of the proposal as well as bringing the proposal to EEF vs. bringing the proposal to the school district.

### Principal meeting

Paul Tabot shared that he met with the principals on December 7, 2010. He shared that we need to elevate EEF from a parent funded organization to a corporate funded organization. The focus must be to raise more money for the schools. He discussed EEF's involvement with the Encinitas Wine Festival. He discussed the following fundraising goals:

- Wine Festival
- Farmers' Market
- Golf Tournament
- Legoland

He reviewed the logistics and importance of staffing and supporting the Farmers' Market. The location will be the Target shopping market.

He indicated that the recent Golf Tournament raised \$9,000 and EEF can do better in the future. He said the income goal should be approx. \$25,000.

He discussed Legoland ticket sales. EEF will have its own day at Legoland versus sharing with Carlsbad in the past. Each school will need to sell an allotment of

tickets. Profits will be shared between participating schools. EEF cannot advertise the event. It promises to be a huge event for EEF.

He reviewed Portrait Day which raised approx. \$4,000. The event needs to be promoted better and more effectively.

He shared that feedback from the principals was positive. He shared feedback from the principals regarding appointment of EEF site reps. He discussed the distinction between EEF and the District EEF, including fundraising efforts and distribution of funds.

He explained about past teacher grants.

He discussed the need for a committee to support EEF's BizTown efforts.

He revisited the importance of shifting fund raising efforts to a corporate funded foundation.

He discussed the importance of clear communication with the District, parents and community through such venues as the EEF website and newsletter.

### **Corporate Advisory Board**

Paul indicated EEF needs to form a corporate advisory board. He will begin soliciting corporate names at the first of the New Year. EEF will need to develop a marketing plan. EEF will need to establish broad networking.

### **School Reports**

Capri – Planning auction with second event at Belly-Up.

Olivenhain Pioneer – Discussing returning to Pledge Drive. Pancake breakfast with fire department.

Paul Ecke Central – Booked restaurant nights for remainder of school year. Fundraiser auction at Belly-Up.

La Costa Heights –Planning spring fundraiser.

Flora Vista –Planning to combine Spring Auction and Social.

Park Dale Lane –Continue with Restaurant Nights. SKOY packets.

### **Financials**

Financial were not available. They will be emailed to the EEF Board. Anita indicated they are still working on reconciling matching funds.

### **Fundraising Events Reports**

#### **Wine Festival**

Paul will attend upcoming planning meeting.

### Farmers Market

Due to delays related to securing permits, the start of the event will be March, 2011. Mim has hired a management company. All profits above event's costs will come to EEF. Estimated net profit is approx. \$50,000 for EEF.

### Golf Tournament

Randy Goodson is looking into the feasibility of conducting the tournament without the use of a consultant. It's all about location. The event needs to be held at a higher level venue. Possible venues included Morgan Run, Crosby, and Del Mar. Need more teams. The event needs more corporate involvement. The event needs a Chair to organize and coordinate planning and efforts. Need one rep from every school. The Monday before Spring Break was discussed as a possible date to hold the event.

### Legoland

Sharon McCorkel will Chair the event. All schools will need to participate. Date still to be determined. The event may include the water park. There can be no advertising on commercial sites.

### **Old Business**

#### EEF Bylaws

Paul reviewed the current process for appointing and removing site reps. He reviewed possible options for consideration:

- If the site rep does not want to resign, refer situation to the District EEF.
- Principal can dismiss a site rep for specific reasons.
- Site rep can be replaced by District EEF.

Issue was tabled for future discussion. Send ideas and suggestions to Paul via email. Matter to be discussed and resolved at next meeting. Bylaws are posted on the EEF website.

### **New Business**

None.

### **Minutes**

There was motion, seconded and approved to accept the November 15, 2010 Minutes.

### **Next Meeting**

The next meeting is set for January 24, 2011, 6:30 PM.

### **Adjournment**

The regular meeting was adjourned at 8:10 PM.

Respectfully submitted,

Dan Grider  
Secretary