

Encinitas Educational Foundation
General Meeting

Minutes
November 1, 2011

Meeting was called to order at 6:36 PM.

Attendance

Diane Silberman (VP Communications), Tony Hill (PEC), Ann Ellis (PEC), Susan Hahm (FV), Tracie Bockhorst (FV), Amy Casson (Exec. VP), Erin O'Brien (LCH), Rebecca Mitchell (ME), Shelly Kelly (ME), Cheryl Shelhamer (ME), Denise Alon (PDL), Sally Nubling (PDL), Thyme Osborne (Asst. Treasurer), Sharon McCorkle (Ins. Coord.) Paul Tabet (Pres.), Sheila Smith (Bookkeeper), Nancy Dianna Jones, Ed.D. (Secretary), and Timothy Baird, Ed.D. (Superintendent)

Introductions

Paul Tabet announced that due to the lack of a quorum, there would be no Executive Board Meeting.

There was no written agenda. Paul outlined the topics to be covered during the meeting, which included the golf tournament, the formation of a committee to determine what EEF should look like in the future and ending the Flippin' Pizza gift card sales. Although the golf tournament was cancelled, The Crosby has unofficially agreed not to charge a cancellation fee.

Reports

President's Report

Flippin' Pizza – Gift card sales have ended. EEF can sell in the future. It is time to turn in money collected or unsold cards. Flippin' Pizza was impressed with the number of cards sold. Schools need to support Flippin' Pizza. Money acquired will be used to support grants. Schools needed to sell a minimum of 50 cards to share in the grant money.

Check Requests - The check request process is not functioning properly. When the process works, check requests come in, Jill finds Paul at OPE and checks are signed on Wednesday. Representatives must take the check requests to Sheila before Wednesday. If they don't bring them to OPE then they can email the check requests to her, but they must bring the original receipts to the next EEF meeting or drive them to Sheila's home.

People are asking why they are not receiving their checks. It is the responsibility of the representatives to get the check requests to Sheila. Do not mail or email materials to OPE. Sheila will not get the information. If representatives need to mail the check requests, they should be mailed to Sheila's home address.

Options for submitting check requests are: 1) Scan and email; 2) mail to Sheila's house; 3) drop off at OPE or Sheila's house. Representatives must submit the original receipts to get a check issued. The reason for the original receipt is to ensure that only one check is cut. EEF has had duplicate checks issued in the past. This is an audit issue, so therefore must have original receipts. There was discussion and questions raised from representatives on why there was a need for original receipts. It was explained that it is based on the size of the organization and the resources that EEF has to work with. It is a non-negotiable.

Superintendent Baird offered to provide a mailbox for Sheila Smith at OPE to collect the check requests. It was explained that this would not solve the problem since OPE staff don't always know who Sheila is and place correspondence in a generic mailbox or don't know what to do with it.

VAPA Grants – EEF has approximately \$1000-\$1500 for visual and performing arts grants for each school. Schools can divide the money into one, two or three grants. By the next meeting EEF site representatives need to have ideas for what is being requested. Requests must be for VAPA projects. It is recommended that principals, PTA and EEF work together to determine the needs at each school and discuss who is providing what so the groups can identify what the EEF can cover for VAPA grants.

EEF will not be able to fund BizTown this year. Some of the proceeds of the golf tournament were to be used. According to Tim Baird, a portion of BizTown will be supported by Rotary and the Carlsbad Chamber of Commerce Education Committee this year. Options for raising the additional money needed will be explored. Tim will need to talk to PTAs and find out what the Carlsbad Chamber will be donating this year to determine how the funds needed for all schools can be covered.

A form will be provided by EEF for the VAPA grant. EEF will have some guidelines on the usage of the grant. Funding is based on proposals that support most of the students at the school. Forms will be available at the next meeting. Every school will get a grant. If a proposal is denied, the school can then submit a new proposal. Jill, Sheila and Paul are going to determine how much money can go for the VAPA grants based on encumbrances this year. Guidelines will be similar to the guidelines used two years ago.

The projects must be started and completed by the end of the 2011-12 school year. Receipts must be submitted by the end of the 2011-12 school year. EEF site representatives just need to bring ideas for proposal requests to the next EEF meeting so discussion can begin. Schools may request technology which could be approved depending on the planned use. Tim Baird would not recommend that schools use money for technology at this point since the district has a major plan underway. Paul suggested that schools generate more than one idea. If proposals are too limited in terms of the numbers of students that will be affected, they may be rejected.

District News

The iPad rollout has started. Over 1200 iPads will be distributed in classrooms this year at targeted grade levels. Professional development for teachers is being provided on the instructional uses of iPads. Professional development is also being provided on Project Based Learning focusing on global competencies.

Over the fall break facilities improvements included fence installation, the removal of damaged tiles, and painting projects. Most of the work was completed at Mission Estancia, where a new wing is being constructed and water damage was repaired. The school will have a new media center and library. Parents will have an opportunity to see the new projects when Dr. Baird comes to each school with a road show.

School Reports

La Costa Heights - EEF is not doing much with Flippin' Pizza gift card sales over. PTA is doing most of the fundraising.

Paul Ecke Central – The school raised \$30, 000 in the school pledge drive. Tony Hill’s wife and children used lemonade and cookies to promote Flippin’ Pizza gift card sales which worked very well. PEC has an idea for a “cool” night time fundraiser that they will share when it is confirmed. The event will be March 10 and other schools will probably want to go. PEC was unable to get people excited about the golf tournament. PEC has a partnership with the School Garden Net (schoolgardens.org) which is exciting.

Flora Vista – The school sold 89 Flippin’ Pizza gift cards. The fund drive raised just under \$8000. There will be a shopping event tied to the Scholastic book fair. Parents will have access to a vendor fair and pizza sales on Dec. 16, Wednesday night. (Paul suggested contacting Crust Pizza that just opened and is looking for school business. Therefore, schools may get a good price). All schools are welcome to attend. Flora Vista can share fliers with other sites to promote the event. Union Bank needs a letter for Flora Vista to have permission to open a separate account for processing gift card sales. Paul told the FV representatives to ask Jill Likin for a copy of the letter Olivenhain Pioneer used that would satisfy the bank’s requirements. The gift card company takes their share of the sales directly from the account, so it is best to have a dedicated account. The bank wants the schools’ minutes showing authorization to open the separate account. (EEF at FV) The school will need the names of officers of the school’s EEF. The school’s EEF should keep a specified amount in their own account for bad checks, etc.

Park Dale Lane – The school is doing a fundraiser by partnering with Greenasium fitness. The company is donating \$5 per class that PDL parents take. The school is raising money to support PE. If it is successful, representatives will share this information at a future EEF meeting. Paul reminded the representatives that they need to make sure they let District EEF know and the site know that if money requests are submitted for this fundraiser that they should be used for PE, since that is the designated use of the money. This should be in place before requests come in. PDL raised \$400 at the Sage Grill Wine Tasting. Now Sage Grill is out of business. Over \$400 was raised from the Islands restaurant night. The auction raised \$15,000, but it does not appear on last report. The reps were told they need to review the revised June report.

Olivenhain Pioneer Elementary – The school is having a parent night out at Meritage Wine Market with cheese and hors d’oeuvres. Firenze will make a donation to the school based on the dinners sold that night. There is fundraising through gift cards linking to Chili’s restaurant nights and Flippin’ Pizza. Box Tops for Education is donating money back to OPE. Greater Giving is being used for auctions which is only charging \$400. OPE and Capri are using Greater Giving.

(Paul explained the rationale for how auction programs are working this year. Since most of the schools were no longer using the Greater Giving auction program, the decision was to have each school negotiate their own deal rather than have EEF charge each school \$400. OPE and Capri were able to get one more year for \$400. If other schools are interested they need to contact the company right away. Next year it will be \$600. Schools are using Paypal for ticket sales for events but not for auction items. Bidding for Good and other products may be very good, but may be too expensive for some schools. Schools that need and use an auction processing program can get together to sign up, if they wish. There is an additional cost for renting the machines.)

OPE is having their auction at Tommy V’s on March 17th. The pancake breakfast will be 5 weeks later with a silent auction. The pancake breakfast is family oriented.

Mission Estancia - The parent appeal raised around \$30,000. The goal was \$50,000. ME still wants to do a spring auction in order to raise money to continue the consultants. Ticket prices to cover the costs for a gala are \$120. They are looking for a less expensive alternative. They are struggling to have a balance to meet the desires of all parents. The “Jazz in the Park” model is an idea. It is difficult to find a large venue that is cost effective.

New Business

EEF Strategic Planning Committee

Paul Tabet asked representatives to consider whether EEF should eliminate site auctions and do a district level auction. Do you have more spending power by raising less money with a lower overhead? The goal is to look for ways to raise money with less burden on each school. A suggestion is to look at the strategic planning process to determine if one auction is a viable alternative to raise what schools are doing now on their own. We can't lose the social aspect. Dr. Baird suggested the need to maximize our way of making money via the Rotary Wine Festival. Some representatives feel that the timing is difficult with spring fundraisers.

There are pledge drives in the beginning of the year. At end of the year the idea is to have one large district event. One suggestion was something like a Polar Bear Plunge city-wide at super bowl time. This event is huge on the east coast. Paul would be happy to entertain the idea. There is no optimal time to have a district wide event.

We need to spend time at strategic planning to address this and other organizational needs of EEF. Dr. Baird said the benefit of looking at the Rotary Wine Festival as a major fundraiser is that we are selling to the community not just our parents.

Paul stated that he believes a debrief of the golf tournament cancellation is not necessary unless the members have comments. The reason the golf tournament failed was the timing since it was butting up against pledge drives. Also, we tried to sell foursomes to parents instead of companies. We went to Rotary twice for ticket sales with no success. A golf tournament must be sold to CEOs and vice presidents of sales. Efforts were valiant but it was like trying to climb Everest with no gear. EEF should never try a golf tournament again. It is extremely difficult to find the right time since usually during fall or spring the schools have their fundraisers. There are not enough parents who care about raising money for other schools.

The Foundation should be structured to raise money from companies not parents. We need to have a presentation to motivate companies to invest in the students here. We need to have a brainstorming session on what the EEF structure should be in the future. Tim and Paul agreed that we need to have a strategic planning session. Tim can assist with finding the right facilitator and structuring the right questions to prepare for the strategic planning meeting. Paul agreed that having a facilitator is a good idea. Before writing a strategic plan EEF needs a vision. We need to determine the roll of the district EEF. We need to talk to principals and PTAs to determine if they had a dream EEF what would it look like. Is EEF important for schools? Would some schools not raise as much money if there was only an EEF rather than PTAs and EEF.

Paul requested that representatives email him by Nov. 11th if they wanted to be on the strategic planning committee. Paul will then set up the meetings.

There was a discussion on the role of the PTA. Is there a need for the PTA and EEF to pay for salaries? It was noted that the District pays salaries. PTA bylaws allow for fundraising, but it is easier for EEF to do fundraising with alcohol. PTA can do fundraising but it would need to be done carefully as the guidelines are more restrictive. PTA and EEF need to work together. They need to come up with a common calendar.

EEF is either going to be a 501 (c)(3) for all nine sites with business membership or a constricted organization. Presently it is difficult to ask people for money and difficult to find fundraising chairs. Paul will send an email on Nov. 14 to invite everyone on the committee to the first meeting.

Next Meeting

November 21 at 6:30 PM

Additional Dates for EEF Meetings:

12/12

1/17 (Tuesday)

2/21 (Tuesday)

3/19

4/16

5/21

6/11

Adjournment

The regular meeting was adjourned at 8:09 PM

Respectfully submitted,

Nancy D. Jones, Ed.D.

EEF Secretary