

**Del Mar Schools Education Foundation
February 3, 2009
Conference Call Minutes**

Date:	February 3, 2009
Time:	7:00 pm
Location:	Sycamore Ridge
Attendees:	Matt Zevin Jonathan Flam Allison Healy-Poe Beth Westburg Mike Eddy Eileen Hoppen Lisa Becker Granet Chris Stevensen Annette Easton-DMUSD Board Member
Absent:	Polly Murphy, DJ Carney, Karin Foster, John Hayase, Jeb Spencer

Agenda Topics:

1.	Announcements, Introductions and Review Agenda: .
2.	Review Action items and issues:
3.	Old Business: None
4.	New Business/Open Discussion: President's Report: Matt Zevin discussed the meeting with the Superintendent, PTA presidents, Principals and DMSEF members with respect to the District deficit, restructuring the ESC programs and changing the way the District raises money, accepts grants, gifts etc... He discussed a move toward a district wide fundraising system focused on quality, equity and parity. He also mentioned exploring the concept of a part-time Executive Director to run the Foundation on a day to day basis. This position could also focus on marketing and

	<p>working with corporate sponsors.</p> <p>Beth Westburg reported on the meeting with the Hermosa Beach and Manhattan Beach Foundations. Several DMSEF Board Members, the Superintendent, several Principals and PTA Presidents made the trip to Hermosa Beach. The discussion included implementation, governance, funding mechanism and communication education/outreach strategies.</p> <p>Eileen Hoppen discussed the marketing and advertising efforts. As a result of her discussion, a Marketing Subcommittee was created. Eileen Hoppen, Lisa Becker Granet and Chris Stevensen will serve on that committee. They proposed a meeting with Mike Pitts, the consultant that the Hermosa Beach and Manhattan Beach Foundations use for marketing/advertising.</p> <p>Eileen Hoppen made a motion that the DMSEF engage Mike Pitts to consult on the DMSEF marketing strategy. Up to \$1000 dollars will be allocated for his services and the Marketing Subcommittee will report back to the DMSEF Board on his recommendations. Jonathan Flam seconded the motion and it passed unanimously.</p> <p>Treasurer’s Report:</p> <p>Jonathan Flam reported the DMSEF financials. He mentioned that the DMSEF raised over \$24K in January. The numbers reflect an 11% increase over last year. Our expenses are running at about \$3700 per month. This includes audit and administrative costs. Operating expenses are much lower than last year.</p> <p>Nominating Committee:</p> <p>Kimberly Twomey was presented via e-mail by Jeb Spencer as a candidate representing Sage Canyon. Jeb Spencer made the motion to approve her as a DMSEF Board Member. Lisa Becker Granet seconded the motion. The motion passed with all in favor.</p> <p>Audit Committee:</p> <p>This discussion was deferred until DJ Carney could be present.</p>
5.	<p>Schedule Next Meeting Date, Time and Location: February 17, 2009</p>

Action/Issue Items:

Action/ Issue	Originator:	Assigned:	Date Started	Date Closed	Description	Status/Resolution