

**Del Mar Schools Education Foundation**  
**April 13, 2010**  
**Meeting Minutes**

<b>Date:</b>	April 13, 2010
<b>Time:</b>	7:00 pm
<b>Location:</b>	<a href="#">Sycamore Ridge</a>
<b>Attendees:</b>	<p>Chris Stevenson  Ken Shimizu  Mike Eddy  Leigh Hsu  Claire Lemon  Erin Morgan  Lisa Becker Granet  Jonathan Flam  Kimberly Twomey  Rebecca Twomey  Branden Belford  Doug Perkins  Eileen Hoppen  Allison Healy-Poe  Vince Carmosino  Rebecca Twomey</p> <p>Debbie Romine – Sycamore Ridge candidate  Kristen Gibson – Ashley Falls</p>
<b>Absent:</b>	Polly Murphy, Debbie Negalescu, Kimberly Twomey, Lisa Becker-Granet, Mike Eddy

**Agenda Topics:**

1.	<b>Announcements, Introductions and Review Agenda:</b>
2.	<p><b>Review Action items and issues:</b></p> <p><b>Call to order at 7:10pm.</b></p> <p><b>Erin Morgan moved to approve the meeting minutes from March 9, 2010. Eileen Hoppen seconded the motion and it carried with all in favor.</b></p>

Cheryl MacPhee and Patti Winkel from Winkel-MacPhee presented to the Foundation Board. They are a full-service marketing communications company providing Education Foundations with customized marketing solutions. They also develop plans for fund development, marketing, targeted donor development and strategic fund development.

**President's Report:**

Chris Stevenson invited Winkel-MacPhee to present to the Board to prepare for next year's challenges. We need to begin developing Fall Appeal strategies and planning for next year now. There was some discussion of ideas for reaching donors next year. 990 and I90 tax form need to be reviewed and voted on by the Board. Chris reviewed this with our tax preparation professionals and corrections were made. Eileen Hoppen made a motion to approve the Board's review of the tax forms as required by the new laws. The motion was seconded by Jonathan Flam and carried with all in favor. In other business, Chris Stevenson made a motion to nominate Kristen Gibson to be a new Ashley Falls representative to the DMSEF Board. Eileen Hoppen seconded the motion and it passed with all in favor.

We are at currently at \$1, 040,000 for available funds to donate to the DMUSD. That is enough to fund 11.5 teachers. We covered 16.5 teachers last year (with funds from PTA's and reserve funds). We are focused on pushing forward until our deadline of April 30, 2010. \$950,000 was raised from the parent population last year.

Parents have accepted district wide fundraising and we have raised 25% more funds in an extremely difficult fundraising year.

We have donated \$816,000 thus far -- \$84,000 funds not used last year = \$900,000 is at the district ready to fund the ESC programs.

Eileen Hoppen moved to approve up to \$300,000 of additional funds to be given to the District after the April 30, 2010 deadline. Branden Belford seconded the motion and it passed with all in favor.

We have surpassed \$100,000 in corporate matches—a significant improvement!

**District Report**

The Financial Taskforce requested a one week delay in presenting their recommendations to the DMUSD Board. Doug Perkins also suggested to Mr. Peabody that he attend a DMSEF meeting.

**Treasurer Report**

As of April 1, 2010 we have a 57% participation rate district wide. We are ahead of last year by 20%. Average donation is \$590.00 (this may be skewed by donations by PTA's/Jog-a-thons).

**PTA President**

Mr. Peabody was updated at the meeting about current issues in the community.

**Old Business:**  
None

3.	<p><b>New Business/Open Discussion:</b></p> <p><b>Audit Committee: No Report</b></p> <p><b>Marketing/Communications:</b></p> <p><b>Eileen distributed a What Does ESC Mean? CD to each Board member for use at Kindergarten Orientation. Thus far, we have raised \$140,000 from Campaign II. Chris Stevensen will communicate an update at next week’s DMUSD Board Meeting on the “got ESC” fundraising efforts. There was some discussion of Open House communication strategies—Torrey Hills shared some great ideas.</b></p> <p><b>Nominating Committee:</b></p> <p><b>Fundraising/Events:</b></p> <p><b>The Fundraising/Events committee had a meeting to plan for next year’s activities. Phone-a-thon was effective and will be included again. DMSEF Challenge Week will also return. There is also discussion about hosting a family event at a park. The Kick off reception will also be planned for Fall 2010.</b></p> <p><b>Corporate/Community Giving:</b></p> <p><b>No news</b></p> <p><b>Strategy:</b></p> <p><b>No report.</b></p>
	<p><b>Schedule Next Meeting Date, Time and Location:</b>  <b>May 11, 2010</b>  <b>Sycamore Ridge School</b>  <b>7pm</b></p>

**Action/Issue Items:**

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