

**Del Mar Schools Education Foundation
June 2, 2009
Meeting Minutes**

Date:	June 2, 2009
Time:	7:00 pm
Location:	Sycamore Ridge
Attendees:	Matt Zevin Allison Healy-Poe Beth Westburg Branden Belford Mike Eddy Mary Johnson Eileen Hoppen Jonathan Flam Lisa Becker Granet Chris Stevensen Tiffany Kinney Rebecca Twomey Kim Twomey Polly Murphy
Absent:	Annette Easton, John Hayase

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 called the meeting to order. Committees presenting tonight will be focused on what lies ahead for the DMSEF next year. Chris Stevensen, Beth Westburg and Matt met with the PTA presidents to update them on the DMSEF. It was agreed that the PTA would look to the DMSEF Board for direction in working together on future efforts. The

DMSEF Board will consider adding an additional ex-officio member position to the Board similar to the DMUSD position. This position will rotate through the PTA Presidents. We will amend our by-laws to reflect the new position. Matt met with Dr. Sharon McClain to discuss/update the DMSEF's current efforts. The discussion involved strategic planning, District budget updates and equity issues.

Elections for the new DMSEF Executive Board will happen tonight. The current terms expire on June 30, 2009.

The DMSEF funds committed to the DMUSD were given on June 15, 2009. We still have some corporate match monies pending and will get them to the District as soon as possible so that they can include it in the budget.

Treasurer's Report:

Jonathan Flam reported that he will have full financials for May at our next DMSEF Board meeting. He asked that we consider returning to our original meeting schedule to facilitate communicating the financials in a timely manner.

Communications/Marketing Report:

The Communications/Marketing Subcommittee reviewed the presentation that had previously been distributed to the DMSEF Board for review. There was some discussion on understanding one time vs. recurring costs for copy, graphics etc. It was agreed that given the constraints of a parent volunteer organization, this expertise could prove effective and beneficial. Beth Westburg made a motion to approve the budget for the marketing campaign (total cost of \$20,800.00) as presented in the meeting tonight. Polly Murphy seconded the motion. After discussion, Kim Twomey made a motion to table the motion pending budget discussions. Mike Eddy seconded the motion and the motion was tabled.

Strategic/Tactical Report:

There was group discussion about the Fall Appeal and managing the DMSEF reserves as we move into the '09-'10 school year.

Matt Zevin made a motion that 9.5% of donations made to the DMSEF in the 2009-2010 school year will be designated for DMSEF expenses and reserves. Chris Stevensen seconded the motion. The motion was approved with all in favor.

Chris Stevensen made a motion to add an additional three Vice President positions to expand the current executive board of the DMSEF. These positions would include, VP Marketing & Communications, VP Fundraising and Events, VP of Corporate Relations. Polly Murphy seconded the motion. The motion carried with 13 in favor and 1 opposed (Mary Johnson).

Chris Stevensen made a motion to add an ex-officio/non-voting PTA Representative position to the DMSEF Board. This role would rotate monthly among the PTA Presidents

in the District. Beth Westburg seconded the motion and it passed unanimously.

Nominating Committee:

The following nominations were made:

Allison Healy-Poe - Secretary

Jonathan Flam – Treasurer

The nominations were unanimously approved.

Beth Westburg and Chris Stevensen were nominated for President of the DMSEF. Each candidate took a moment to speak to the DMSEF Board about their qualifications and ideas for the DMSEF. The Board voted and Chris Stevensen was approved as President of the DMSEF. She will assume the responsibility of President on July 1, 2009. Matt Zevin thanked Chris and Beth for their efforts on behalf of the DMSEF.

Tiffany Kinney nominated Eileen Hoppen for the VP of Marketing/Communications position. Polly Murphy seconded the motion and it passed with all in favor.

Branden Belford was nominated for VP of Fundraising and Events. The nomination was approved with all in favor.

**5. Schedule Next Meeting Date, Time and Location:
July 28, 2009**

Action/Issue Items:

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