

**Del Mar Schools Education Foundation
November 5, 2008
Meeting Minutes**

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| Date: | November 5, 2008 |
| Time: | 7:00 pm |
| Location: | Sycamore Ridge |
| Attendees: | <p>Matt Zevin Jonathan Flam Allison Healy-Poe Jeb Spencer Karin Foster Beth Westburg Lisa Becker Granet Mike Eddy Eileen Hoppen John Hayase DJ Carney</p> |
| Absent: | Polly Murphy |

Agenda Topics:

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| 1. | <p>Announcements, Introductions and Review Agenda:</p> <p>Matt Zevin opened the meeting. DJ Carney made a motion to approve the minutes from October 7, 2008. Jeb Spencer seconded the motion and it was approved. Matt introduced and welcomed John Hayase, our new DMSEF Board Member from Torrey Hills.</p> |
| 2. | <p>Review Action items and issues:</p> <p>President's Report: Matt Zevin discussed the key items for tonight's meeting including event planning and the second appeal letter logistics. Matt has continued to meet with Principals in the District. He recently met with the Principal at Torrey Hills. He has found talking to parents and the staff at the District very helpful. These conversations have enabled him to clear up some misconceptions, get the correct DMSEF message out and get people on board with us. He also mentioned that several other PTA's are interested in making donations to the Foundation-following in the steps of the Del Mar Heights PTA.</p> |
| 3. | <p>Old Business:</p> |

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| | None |
| 4. | <p>New Business/Open Discussion:</p> <p>Treasurer Report: Jonathan Flam reported that the DMSEF has raised \$270,220 to date. This number includes a \$38,000 donation from the Del Mar Heights PTA and funds that were raised via the Sycamore Ridge tile wall. Jeb Spencer requested that we make a note in the financials reflecting the PTA donations as a separate line item. District wide participation is around 16% with an average district wide donation of \$458.00. There was some discussion around the actual costs of the ESC programs increasing to around \$800.00 per student. This amount far exceeds the \$600.00 that we are targeting for family donations. It was agreed that this might be important information to share with the donor community—perhaps via newsletter.</p> <p>Nominating Committee: Jeb Spencer and Matt Zevin presented Chris Stevensen as a candidate for the DMSEF Board representing Ashley Falls. There was discussion and Matt Zevin made a motion to appoint Chris Stevensen to the DMSEF Board. Mike Eddy seconded the motion and it was approved with all in favor. The Board is still looking for representatives for Torrey Hills, Sycamore Ridge and Sage Canyon.</p> <p>Audit Committee Report: DJ Carney let the Board know that the audit has been drafted. There are a few items that need to be cleaned up. The goal is to present the completed audit results at the next Board meeting for approval.</p> <p>Event Committee Report: Beth Westburg discussed March-May as a goal timeframe for the next DMSEF event. They are trying to nail down a date, place and time for the event. The Events Committee is seeking support from the PTA’s at each school. The plan is to have each school work to gather donations—one large item (valued over \$2500) and 10 items (valued at \$50-\$100 each). The committee is also looking for volunteers for the day of the event, to help with advance ticket sales and raffle ticket sales. The following committee assignments were agreed upon: Donations Coordination: Carmel Del Mar and Sycamore Ridge Volunteer Coordination: Del Mar Heights Marketing: Ocean Air Site Coordination: Sage Canyon and Ashley Falls Treasurer: Torrey Hills</p> |

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| | <p>Strategy/Tactical Committee Report: Matt Zevin discussed trying to meet with the committee to set targets and goals for financial dollars. At that point, the plan is to bring the information to the Superintendent and the School Board to get approval and agreement. In the meantime, the goal remains participation rates. The goal is 100% participation. Eileen Hoppen, Beth Westburg and Matt Zevin went to the District Strategic Planning Sessions. The role of the Foundation was a big topic of conversation and discussion. The four areas of concern were communication, collaboration, funding and the definition of the ESC programs. There was agreement that the DMSEF should be the main fundraising tool for the District.</p> <p>Communications Committee Report: Karin Foster presented and discussed the second Appeal letter. There was some discussion about the dollar amounts, cost of the program per child and per family. There will also be a press release that includes some of the broader elements of the letter. Karin will be updating the Board members when the thank you banners are complete.</p> <p>Other: Jeb Spencer raised the issue of meeting dates. The Board members will work to arrange a meeting schedule that meets everyone's needs.</p> <p>Ex-Officio Report: n/a</p> <p>The meeting adjourned at 9:00pm.</p> |
| 5. | <p>Schedule Next Meeting Date, Time and Location: December 2, 2008 at 7:00 pm at Sycamore Ridge Elementary School.</p> |

Action/Issue Items:

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