

**Del Mar Schools Education Foundation**  
**August 11, 2009**  
**Meeting Minutes**

<b>Date:</b>	August 11, 2009
<b>Time:</b>	7:00 pm
<b>Location:</b>	<a href="#">Sycamore Ridge</a>
<b>Attendees:</b>	Chris Stevensen Jonathan Flam Allison Healy-Poe Matt Zevin Eileen Hoppen Lisa Becker-Granet Mike Eddy Clare Lemon Branden Belford  Annette Easton – DMUSD
<b>Absent:</b>	Rebecca Twomey, Kim Twomey, Polly Murphy, Ken Shimizu

**Agenda Topics:**

1.	<b>Announcements, Introductions and Review Agenda:</b>
2.	<b>Review Action items and issues:</b>
3.	<b>Old Business:</b> None
4.	<b>New Business/Open Discussion:</b> <b>President's Report:</b>  Chris Stevensen opened the meeting with a few updates. Tiffany Kinney has resigned her Board position due to family and work schedule. As a result, the Nominating Committee Chair position is open. We are also considering a Financial Secretary position. This position makes financial sense in terms of control and ease. This person would take deposits to the bank and help with the weekly financial transactions. Lisa Becker Granet offered to help in that position. Eileen Hoppen made a motion to add the position of

**Financial Secretary to the DMSEF Board. Brandon Belford seconded the motion and it passed with all in favor.**

**Chris, Matt Zevin and Clare Lemon met with the Torrey Hills PTA and finalized a \$6286.67 contribution to the DMSEF from the Torrey Hills PTA.**

**Polly Murphy will be coordinating the DMSEF audit scheduled for August 28, 2009.**

**Chris motioned to approve the minutes from the last meeting. Eileen Hoppen seconded the motion and it was passed with all in favor.**

**Treasurer's Report:**

**Jonathan Flam distributed the year end financials for the DMSEF to the Board for review. The financials as presented will be submitted for the audit. A final check will be delivered to the District. There are still some remaining corporate match funds outstanding. These funds have been verified.**

**District Report:**

**Annette Easton reported on an agreement with the CTA to approve class size modification for the 2009-2010 school year. This will result in some cost savings for the District. The entire teacher's contract expires in June 2010. The DMUSD has not received any additional information about the fair share issue at this time.**

**PTA Representative Report:**

**Jeanette Nichols served as the PTA representative for the meeting. She is the PTA President at Ashley Falls. She reported that things had been slow over the summer but were picking up as the beginning of school got closer. The PTA's are looking forward to further defining the coordination of fundraising responsibility with the DMSEF.**

**Audit Committee:**

**No report.**

**Nominating Committee:**

**There are openings on the DMSEF Board at Del Mar Heights, Del Mar Hills, Ocean Air and Torrey Hills. Leigh Hsu was presented as a candidate for the DMSEF Board representing Ocean Air. Matt Zevin motioned to approve him to the DMSEF Board. Jon Flam approved the motion and it was approved with all in favor.**

**Marketing/Communications:**

**Eileen Hoppen presented the Marketing/Communications timeline for back-to-school. Materials are ready to be picked up and assembled to distribution at the schools. The committee is piloting a program called Constant Contact that would enable the DMSEF to**

maintain contact with the community. The committee is under budget for phase 1 of the Communications effort.

**Fundraising/Events:**

Branden Belford presented the Fundraising/Events Committee's proposed calendar for the fundraising year. The Kick Off Reception for major donors will be held September 1, 2009 at the Hilton Garden Inn. The hotel has been very supportive and helpful.

Invitations have been sent and Board members are encouraged to reach out to the invitees from their school. She proposed a phone-a-thon (District-wide) in mid-November. The dates being considered are November 9<sup>th</sup> and November 16<sup>th</sup>. The committee also proposed a district-wide jog-a-thon in the Spring. There was discussion of other options including the jog-a-thon and a potential community 5k race event. Eileen Hoppen made a motion to give the Fundraising/Events committee the authority to set up the phone-a-thon working with the PTA's and the District to develop a plan for implementation. Matt Zevin seconded the motion and it passed with all in favor.

**Financial:**

There was some discussion on trying to determine how much money the Board anticipated raising from events. This figure will factor into the budget process. Given the increased costs of the ESC programs to the District and State and Local budget issues, the Financial Committee anticipates a financial goal of \$2million dollars. Eileen Hoppen motioned to place the DMSEF revenue goal at \$2 million dollars for the '09-'10 fundraising year. This goal will be comprised of \$1.5 million from the annual appeal and \$550K from the DMSEF events. Jon Flam seconded the motion and it was approved with all in favor.

**Strategic/Tactical Subcommittee:**

Jonathan Flam presented the committee's thoughts on changes in the District and the potential impact on fundraising for the DMSEF. With enrollment at around 4100 students and the cost of the ESC programs in consideration, they placed the DMSEF revenue target at around \$2million. Class size reduction could result in a cost shift to the DMSEF to cover the difference in resulting prep time minutes/coverage. The DMSEF will also need to decide how to allocate the funds (equity/parity/per student funding) and take a look at implications for each school and the District as a whole. Event planning and revenue will also need to be factored into the budget planning process as it may offset some of the operating costs.

**Governance/Personnel:**

Mike Eddy distributed some information by e-mail that should be reviewed as it will be discussed at the next meeting.

5.	<b>Schedule Next Meeting Date, Time and Location: September 8, 2009</b>

**Action/Issue Items:**

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