

Del Mar Schools Education Foundation
October 13, 2009
Meeting Minutes

Date:	October 13, 2009
Time:	7:00 pm
Location:	Sycamore Ridge
Attendees:	<p>Chris Stevensen Jonathan Flam Allison Healy-Poe Matt Zevin Eileen Hoppen Debbie Negulescu Clare Lemon Branden Belford Ken Shimizu Rebecca Twomey Kim Twomey Polly Murphy Erin Morgan Lisa Becker Granet Leigh Hsu</p> <p>Annette Easton – DMUSD Dena Whittington – Assistant Superintendent Britton Bliss – Ocean Air PTA President</p>
Absent:	Mike Eddy

Agenda Topics:

1.	Announcements, Introductions and Review Agenda:
2.	<p>Review Action items and issues:</p> <p>Eileen Hoppen moved to approve the meeting minutes from September 7, 2009. Ken Shimizu seconded the motion and it carried with all in favor.</p>
3.	<p>Old Business:</p> <p>None</p>

4.

New Business/Open Discussion:

Dena Whittington, Asst. Superintendent presented a financial overview for the DMUSD. This overview included an analysis of the impact of the Fair Share and other pending budget issues. The District does not have the money to fund the ESC programs above the levels committed to in the current Teacher’s contract—the District will continue to fund what is currently covered by the contract. Anything above and beyond would be cut. Annette Easton and Dena Whittington encouraged all District parents to get a copy of the current Teacher’s contract and provide comments and feedback to the DMUSD Board.

Chris Stevensen presented a check for \$19,387.65 to Dena representing the final payment due to the DMUSD from the DMSEF. All outstanding corporate matches have come in.

President’s Report:

Chris Stevensen opened the meeting. She mentioned final distribution of funds from the DMSEF to the DMUSD. It will be approved at the next DMUSD Board meeting. She also mentioned that 2/3 of the funds raised last year came in during March and April. The money came in towards the end of the year—the abbreviated fundraising year and raising sufficient funds to cover the expenses of the ESC programs will be challenging.

DMSEF fundraising for the 7/11 expenses was also raised as an issue—to try to offset some of the issues associated with that. While the Board is open to other suggestions it was agreed that ESC programs are the focus of our current fundraising efforts.

The latest financial numbers that have come in and been reviewed and will be presented.

We will look at the numbers school by school with a focus on the overall efforts District wide. The financials were distributed to the Board. The challenges of fundraising in the current climate were discussed. We need to communicate a sense of urgency along with the District providing clarity on what will happen if we don’t raise the necessary funds.

Jonathan Flam recommended looking at multi-year giving options as a future fundraising strategy. When parents enter Kindergarten, they would commit to a certain level of giving over the course of their child’s education. These are parent supported programs—the District does not provide for these programs. Parents and the community need to take a look at supporting these programs for the ongoing future. 100% participation is the goal--\$800.00 per child is the goal. Participation rates were reviewed by school.

Several DMSEF Board members attended an Etap seminar where they learned additional functionality that Etap can provide. We will continue to look at maximizing the Etap system—report functions etc...

Treasurer’s Report:

Jonathan Flam discussed the financial report. The DMSEF cash position is about \$260,000. Revenue is down about 25% year over year (Heights PTA donation/Sycamore Ridge

tile wall funds have an impact on this number).

District Report:

Annette Easton reported that the teacher's contract expires this year. The components of the current contract stay in place until a new contract is ratified.

PTA Representative Report:

Britton Bliss is the PTA President from Ocean Air. She discussed the PTA's role in the upcoming phone-a-thon. She hasn't heard much discussion about the Foundation—the PTA's are trying to communicate the February 15th deadline to the parents and school community.

Audit Committee:

Polly Murphy has received the audit and the committee will be reviewing it.

Strategic/Tactical Report:

The DMSEF agreed in good faith to the February 15, 2010 deadline requested by the DMUSD Board. This would enable the Board to avoid having to take personnel action on March 15th. It would also avoid the frenzied personnel/community situation experienced in 2009.

Nominating Committee:

Vincent Carmosino was presented as a candidate for the DMSEF Board representing Del Mar Hills. Chris Stevensen presented his candidate statement to the Board. Mike Eddy made the motion and Eileen Hoppen seconded the motion. The motion passed with all in favor.

Marketing/Communications:

Eileen Hoppen reported that the DMSEF had signed up with Constant Contact and have over 1500 e-mails to test out the new system. There will also be a letter in the November School News/Advertisement for the phone-a-thon.

Fundraising/Events:

Branden Belford discussed the phone-a-thon event. We need to start securing volunteers—approximately 30 per school. Branden Belford passed out custom flyers for each school to help them to secure volunteers. There are four weeks to go and the events committee is working with Teesha for the phone lists and food/drink donations.

There was also discussion of doing Grade Level fundraising parties at each school. We are looking into this as an option for the Spring DMSEF fundraising event. Chris Stevensen made a motion to approve the Grade Level party concept for a Spring fundraising event. Eileen Hoppen seconded the motion and it was approved with all in favor.

Financial:

No report.

Corporate/Community Giving:

Matt Zevin presented a historical review of corporate sponsors and the DMSEF. He is looking into some of the larger organizations—where do they donate, how do we apply, do we have any contacts with area organizations? We can also look at smaller, local businesses that we all frequent. The committee continues to look for community relations opportunities.

Governance/Personnel:

Chris Stevensen collected the confidentiality and non-disclosure agreements from Board members.

Chris Stevensen asked that the subcommittees meet before our next meeting and provide an update to the Board.

5.

**Schedule Next Meeting Date, Time and Location:
November 10, 2009**

Action/Issue Items:

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