

**Del Mar Schools Education Foundation
November 10, 2009
Meeting Minutes**

Date:	November 10, 2009
Time:	7:00 pm
Location:	Sycamore Ridge
Attendees:	<p>Chris Stevensen Jonathan Flam Eileen Hoppen Clare Lemon Ken Shimizu Rebecca Twomey Polly Murphy Erin Morgan Lisa Becker Granet Leigh Hsu Mike Eddy Vince Carmosino</p> <p>Annette Easton – DMUSD SR PTA President –Shannon Cary Julie Bronstein (parent)</p>
Absent:	Allison Healy-Poe, Debbie Negulescu, Kimberly Twomey

Agenda Topics:

1.	Announcements, Introductions and Review Agenda:
2.	<p>Review Action items and issues:</p> <p>Jonathan Flam moved to approve the meeting minutes from October, 2009. Polly Murphy seconded the motion and it carried with all in favor.</p> <p>Chris Stevenson welcomed Vince Carmosino, the newest Board Member from Del Mar Hills.</p>
3.	<p>Old Business: None</p>
4.	New Business/Open Discussion:

Julie Bronstein, a parent from *Ocean Air* presented to the Board. Julie works in Development doing fundraising for non-profit organizations. In her presentation she stated the following:

- **DMSEF should seek out local corporations that have Foundations (i.e. Qualcomm and Union Bank of California).**
- **Del Mar should focus on communicating our diverse community – many different cultures and economic levels exist within our District boundaries.**
- **She believes that it is helpful to be definitive and tell donors an amount to donate.**
- **Have one on one meetings with Donors.**

President's Report:

Chris Stevenson opened the meeting and November is all about the Phone-A-Thon.

- **The Events team is working on a script for a Principal all call.**
- **Chris offered to help any board member with meeting donors at their school.**
- **There are some problems with phone lists that hopefully will be resolved before the phone-a-thon. Callers can use their PTA Directories if the consent was signed.**

- **Volunteers:**
- **Ashley Falls -10**
- **CDM – 8**
- **Heights -10**
- **Hills -10**
- **Sage – 8**
- **Sycamore Ridge – 10**
- **Ocean Air – 20**
- **Torrey Hills – 18**

- **District cuts are being accelerated, there will be Principals meeting on Friday to discuss budget cuts and ways to support the Foundation.**
- **At Ashley Falls, Chris worked with the AF PTA to get a blurb in their newsletter and Chris stated that she believed it contributed to an increase in donations.**

Treasurer's Report:

See attached materials.

District Report:

Annette mentioned that January new Board of Trustee officer elections and it is likely that Annette would not return as the DMUSD representative to the Board. She also mentioned that the financial outlook is not improving although there have not been any definitive actions that would reduce district revenues.

December District Board meeting is December 9, 2009.

PTA Representative Report:

The Sycamore Ridge PTA President, Shannon Cary, gave a report on the activities at her school.

Audit Committee:

Polly Murphy stated the Audit Draft is ready for approval and they will be meeting to vote on the audit report.

Nominating Committee:

No new nominations

Marketing/Communications:

Eileen Hoppen reported that the Phone-A-Thon ad is running the school newspaper.

Expenses are running below budget for Phase I.

Phone-A-Thon advertising and materials are also within the budget.

Phase II Activities

- 1400 good email addresses in Constant Contact
- Emails are receiving a 44% open rate which is considered good.
- Planning an Eblast follow-up after the Phone-A-Thon thanking the District families
- Planning to Eblast the "The Gift of Education" piece Chris distributed.
- Pink Flyers being placed in Wednesday folders

Fundraising/Events:

Rebecca Twomey and Lisa Granet made the presentation in Brendan's absence. A revised script was presented to the group. Gift certificates were distributed and there was a comprehensive review of the plans for the upcoming "Phone-A-Thon"

Financial:

No report.

	<p>Corporate/Community Giving: No report.</p> <p>Governance/Personnel:</p>
	<p>Schedule Next Meeting Date, Time and Location: December 8, 2009</p>

Action/Issue Items:

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