

**Del Mar Schools Education Foundation
December 8, 2009
Meeting Minutes**

Date:	December 8, 2009
Time:	7:00 pm
Location:	Sycamore Ridge
Attendees:	Chris Stevensen Jonathan Flam Allison Healy-Poe Eileen Hoppen Rebecca Twomey Polly Murphy Erin Morgan Lisa Becker Granet Debbie Negulescu Kimberly Twomey Matt Zevin Branden Belford
Absent:	Vince Carmosino, Mike Eddy, Leigh Hsu, Ken Shimizu, Clare Lemon

Agenda Topics:

1.	Announcements, Introductions and Review Agenda:
2.	<p>Review Action items and issues:</p> <p>Call to order at 7:05pm.</p> <p>Lisa Granet moved to approve the meeting minutes from November 10, 2009. Rebecca Twomey seconded the motion and it carried with all in favor.</p> <p>Chris Stevenson thanked Branden Belford and her committee for their efforts on the phone-a-thon. Spreadsheets have been developed and distributed to each Board member for phone-a-thon pledge follow up efforts. All eight schools have had DMSEF meetings with Sharon McClain. Sage Canyon PTA will be donating their jog-a-thon funds to the DMSEF. Ashley Falls will also be donating their jog-a-thon funds for the 2010/2011 school year.</p>
3.	<p>Old Business:</p> <p>None</p>

4.

New Business/Open Discussion:

The Principal's meeting went well. There was some discussion on division of funds based on sections not per student. In this model, Kindergarten is not counted as a section. A follow up meeting has been scheduled for January 22, 2010. Bi-weekly PTA e-blasts and PTA newsletters have helped to demonstrate the cooperation between the two groups.

Parties will be held at different times in January. Some schools are doing Class Challenges by grade and others are focusing on jog-a-thons.

There was some discussion on whether or not it was important to have all of the schools conduct the same or similar events. Is it important to keep the Foundation operating in a consistent manner toward a common goal. Each school will work to find a fundraising strategy that best meets their community's needs within the framework of the DMSEF goals.

The Foundation Challenge Week concept was raised by Branden Belford. Eileen Hoppen offered to work up a flyer to be distributed District wide with school specific modifications.

President's Report:

Initial plans for next year need to be put in place for the subcommittees for next year.

Treasurer's Report:

Reports have been distributed to Board members. Donations from the phone-a-thon are coming in. Through November we have collected \$309,000. We have achieved 15% of our goal.

We are ahead of last year in donations. Our participation rates are inconsistent with donation amount—we need to increase the amount of donation per participant.

School reports were distributed.

District Report:

Annette Easton sent a report via e-mail.

PTA Representative Report:

No report.

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. We are looking at conducting elections in March 2010.

Marketing/Communications:

Eileen Hoppen reported that there is about \$6400 left in the marketing budget—they are under budget for the year. DMSEF Challenge Week flyers will be created to support those efforts. Other items might include an honor roll/thank you for donating advertising.

E-blast update—6 out of 8 schools have given their e-blast mailing list to the DMSEF for our e-blast. “Gift of Education” e-blast will go out this week. We can continue to update the community on a weekly basis as necessary.

Staff letters went out at 7/8 schools. Sage Canyon’s will go out tomorrow.

Fundraising/Events:

Branden Belford updated the Board on the phone-a-thon successes and recommendations for future changes—consolidation would be helpful. Call lists and “already donated” lists need to be scrubbed—both were considered extremely helpful tools. Foreign language speakers would also be very helpful for reaching out to all of the communities. The committee is also working on the next round of fundraising. Foundation Challenge Week from January 19th-22nd. The weeks events may include grade level parties, jog-a-thons and grade level challenges.

Financial:

No report.

Corporate/Community Giving:

Matt Zevin reported that corporate relations originally looked at focusing on a District-wide effort. Absent a singular District wide effort, the committee would like to refocus their efforts.

Governance/Personnel:

No report.

Strategy:

No report.

	<p>Schedule Next Meeting Date, Time and Location: January 12, 2010 Sycamore Ridge School 7pm</p>

Action/Issue Items:

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