



Education Foundation of Stanislaus County

Annual Planning Meeting Minutes - November 2, 2012

Attendees

Carol Benson, Tony Bruno, Tom Changnon, Lisa Dokoozlian, Ron Emerzian, Kenni Friedman, Don Gatti, Bob Gausman, Jason Gordo, Cheryl Goulart, Pam Ivie, Eric Johnston, Tim Johnston, Tracey Kerr, Scott Kuykendall, Barbara Little, Chris Ricci, Mary Ann Sanders, Sue Rich, Leisa Turner and Melanee Wyatt

Welcome

Sue Rich gave opening remarks on Tom Changnon's behalf. Sue thanked the Board Members for their volunteer time and their dedication to the Foundation.

Chairperson 2013-14

Sue Rich welcomed Carol Benson as the 2013-14 chairperson. Carol commended Dave Gianelli for his hard work and dedication as the chairperson for the last two years. Carol shared an article written by Sue Rich regarding the Education Foundation featured in the Stanislaus Magazine (page 45). Carol acknowledged founding Board Members, Barbara Little, Tracey Kerr, Ron Emerzian & Kenni Friedman and thanked them for their time on the Board.

Chair-Elect & Advisory Board members-at-large

A motion to elect Pam Denney as the Chair-Elect was made by Kenni Friedman and seconded by Tony Bruno. Unanimous vote to approve. Carol Benson made a motion to retain Eric Johnston & Kenni Friedman as Advisory Board members-at-large and Mary Ann Sanders seconded the motion. Unanimous vote to approve.

Approval of Minutes

A motion to approve the amended Board meeting minutes of August 9th was made by Kenni Friedman and seconded by Tracey Kerr. Unanimous vote to approve. Carol Benson informed the Board that Pete Herrmann has sent his letter of resignation to the Board. Peter was acknowledged for his years of service. The Board now has three openings. If a Board member has a nominee they were asked to inform the Board Secretary, Barbara Little.

Financial Report

Don Gatti presented the Quarterly Financial Report (as of October 31, 2012). Don noted that the Foundation's total revenue this year was \$331,145.38 and expenses were \$61,291.38 leaving a balance of \$269,854. Tracey Kerr suggested moving a portion of the funds in the Mocse checking account into an interest bearing account. Kenni Friedman made a motion to approve the financial report and it was seconded by Eric Johnston. Unanimous vote to approve. Don also reviewed the Proposition 30 & 38 ACSA matrix handout in detail.

Review of 2011-12 Funds Allocated to programs:

YES Company: Melanee Wyatt presented a folder of information including a detailed 2012 allocation financial expenditure report and program highlights. Lisa Dokoozlian, YES Company Business Manager, reviewed the allocation report. Lisa noted funds were used primarily for student aid and to purchase a new soundboard, which is in the process of being built. The allocation money has also helped with staffing. Melanee noted that the YES Kids performance was cancelled this year due to the unavailability of a theater. A YES Company facility is still desperately needed. The tentative summer YES Company production will be "Ragtime".

Student Events: Barbara Little reviewed the Student Events Program. Barbara presented a report showing how the allocated funds were spent for the Student Events Program. The Program was allocated \$53,300 and actual expenses were \$49,227. The reduced entry fees and mini-grants have been beneficial in retaining the schools that participate in the Student Events Program. The Academic Pentathlon event is solely funded by the Foundation and Student Events could not offer the event without the funding. Last year during the allocation process travel stipends for teams advancing to state competitions was not funded. Barbara asked the Board if she could use the \$4,000 left from the allocation to fund travel stipends. Mary Ann made a motion to allow The Student Events Program to use the \$4,000 for travel stipends and Tony Bruno seconded the motion. Unanimous vote to approve. Cheryl Goulart reviewed the Student Events Catalog and asked Board Members to experience a wonderful opportunity by volunteering at a student event. A volunteer opportunity form was distributed to all Board Members.



Outdoor Education: Pam Ivie presented to the Board the Outdoor Education allocation report. Outdoor Education was allocated \$48,000 and \$38,000 was used specifically for grants which helped roughly 1,500 students participate. New restroom doors at a cost of \$5,000 are currently being installed. Pam shared that Outdoor Education asked to have an all-terrain stroller funded last year. Because it was not approved for funding, Pam Denney connected them with Marci Boucher at the Society for Handicapped Children. She and Josh Roe, one of our naturalists, arranged for the donation of the stroller. It is being utilized now by students.

2012 Accomplishments - Reports

Business Plan: Kenni Friedman presented the end of the year 2012 Business Plan Report.

- **Honoraria/Memorials:** Goal of \$3,000, raised \$8,756 to date
- **Annual Fundraising Drive:** Goal of \$6,500, raised \$7,985. This year's annual drive letters are ready to be personalized by Board Members for the current year mailing.
- **Naming Opportunities/Corporate Gifts:** Goal of \$40,000, raised \$27,500.
- **Fundraising Dinner:** Goal of \$140,000, raised \$125,407.

Fundraiser Dinner Budget: Cheryl Goulart reviewed the 2012 Budget Report with expenses at \$21,632.24 and a total net-profit of \$103,774.76.

- **Community Brunch/New Fundraiser Report:** The goal was \$20,000 and our actual income was \$97,440 thanks to the Community Brunch. Jason Gordo was acknowledged for his influence with including the Education Foundation in the Community Brunch. Tony Bruno was recognized as the top ticket seller (44 tickets sold) for the Community Brunch and for securing in-kind donations. A video tribute for the Community Brunch and Foundation Dinner was reviewed.

Community Brunch Budget Report: Leisa Turner reviewed the Brunch Budget Report with total expenses at \$921.00 and the net-income was \$96,519.00. The In-Kind donations for the Community Brunch were also reviewed.

School Honoraria: Carol Benson discussed honoring the four school groups that helped with the Community Brunch by providing entertainment, table service and centerpiece décor; Beyer High School Band, Johansen Girls Choral, Downey High Culinary Group and Downey High FFA. A motion was made by Mary Ann Sanders to make a \$200.00 Honoraria to each group for a total of \$800.00 and Kenni Friedman seconded the motion. Unanimous vote to approve.

Community Leadership/Marketing Committee: Carol Benson discussed the process of securing a marketing firm by sending out the RFP to five selected firms. Marcia Herrmann Design was the firm chosen by the Marketing Committee and recommended to the Board. Marcia had noted in her proposal that she is willing to donate a percentage of her time. Marcia's deliverables were on display during the meeting.

Operations/Governance Committee (Advisory Board) – Kenni Friedman reviewed that the staffing plan goal has not been met. It was noted that the Board needs to check with Chet Quaide on hiring staff. The information will be brought to the Advisory Board and then shared with the full Board. Barbara Little noted that the Education Foundation pays \$15,000 for SCOE staffing services that total \$60,000.

Operating Budget: Barbara Little reviewed the 2012 Operating Budget, End of Year Report. The cash balance through October 31, 2012 was \$257,704. Seventy percent of our expenses went to programs and 30% was for operating expenses. Currently there is a balance of accounts receivable of \$11,150.

Technology: Bob Gausman reviewed Technology and major goals accomplished. The web site has been updated with a new interface and is easier to navigate. The Board documents are updated on a regular basis. Paypal was added to the website with clear direction to make a donation.

Program/Impact Vision Committees:

- **Outdoor Education –** Pam reported their completed goals. They are promoting the program to all ELAC meetings. Allocated funds were distributed earlier this year to districts/schools in need of grants. A video (donated by Richard Anderson) has been posted on their website to help promote the program. They are reconnecting with Modesto City Schools with a possibility of the district participating in Outdoor Education and are continuing their work with Boyett Grants.



- YES Co. - Melanee reported that they gave out \$18,500 in scholarships to graduating seniors. The Committee has lost two members, Dewey Stark and Jane Johnston. They are in the process of building a new Advisory Board. Melanee noted that they are continuing to look for 13,000 sq. ft. of space to purchase or lease. They have secured a \$25,000 donation from the Rogers Foundation to go towards a new facility.
- Student Events Program (SEP) – Barbara Little reported that the program’s three year goal of a 20% increase in schools participating in the SEP, is not on target to reach the goal. In the last two years there has been a total overall increase in participation of two schools, far below the proposed 20% increase. Barbara included a full page list of activities completed in 2012 designed to “get the word out” about the program. She indicated given the current economy we are probably lucky that we are maintaining participation levels. The SEP Impact Vision committee will get back together to brainstorm additional ideas designed to increase participation.

Re-Populate Committees:

Sue Rich reviewed the two standing committee descriptions and asked Board Members to sign up for the Resource Development Committee or the Community Leadership/Marketing Committee. The two committees met in their groups to develop a Year Three Action Plan.

Year Three Committee Action Plans (2013 Action/Business Plan):

Breakout Reports for Implementation and/or Exploration in 2013:

Eric Johnston reviewed Resource Development Goals. A motion was made by Kenni Friedman and seconded by Tracey Kerr to approve the Resource Development Action Plan. Unanimous vote to approve. Sue Rich reviewed Community Leadership/Marketing Goals. A motion was made by Kenni Friedman and seconded by Tracey Kerr to approve the Resource Development Action Plan. Unanimous vote to approve.

Marketing Firm Committee Recommendation – Carol Benson discussed Marcia Herrmann’s proposal of creating a new corporate identity with a new tagline and logo for the Foundation. Marcia would also expand our fan acquisition and provide us with a new brochure included in the \$8,500 budget. It was noted that we may need an extra \$3,300 if the Board would like to improve website design at a later date. Jason made a motion to accept Marcia Herrmann Design as the marketing firm allowing an allocation of \$8,500 and \$3,300 if the Committee decides at a later date to make changes to the website. Mary Ann Sanders seconded the motion. Roll call vote to approve with 9 yes & 1 no.

Review and adoption of Operating Budget 2013:

Barbara Little presented the 2013 Operating Budget. The total 2012 net income and 2013 beginning balance is \$266,304, including accounts receivable. Due to a possible increase of staff time based on the Resource goals, Eric Johnston recommended adding \$5,000 to the staff service line item. The recommendation for the program allocation was \$170,000, leaving a reserve of \$46,904. Sue Rich reminded the committee that the decision was made to honor Jane Johnston through a Teacher of the Year (TOY) award and Employees Making A Difference (EMAD). The Foundation will donate a \$1,000 award to the TOY recipient. The decision was made to honor Jane on an annual basis with these two events. Carol Benson, Mary Ann Sanders, Tracey Kerr and Tom Changnon volunteered to read the nominations for these two awards. Eric Johnston made a motion to adopt the 2013 Operating Budget as presented, seconded by Ron Emerzian. Unanimous vote to approve.

Allocation Process & Committee

Sue Rich asked for five Board Members to take part in the allocation process for the three programs. It was recommended to ask Jason Gordo & Dale Boyett to join the meeting. Members volunteered: Pam Denney, Carol Benson, Tracey Kerr, & Mary Ann Sanders. Substitute Volunteers if needed: Tony Bruno, Eric Johnston & Ron Emerzian.

Board Meetings:

Thursday, February 14, 2013 - 8-9:30
Thursday, May 9, 2013 - 8-9:30
Thursday, August 8, 2013 - 8-9:30
Friday, November 15, 2013 - 8-9:30

Meeting adjourned at 1:45 pm