

Education Foundation of Stanislaus County Board Meeting Minutes – August 9, 2012

Attendees

Carol Benson, Tony Bruno, Tom Changnon, Pam Denney, Lisa Dokoozlian, Ron Emerzian, Kenni Friedman, Ryan Gallo, Don Gatti, Bob Gausman, David Gianelli, Jason Gordo, Cheryl Goulart, Jess Hewitt (in Pam Ivie's absence), Eric Johnston, Tim Johnston, Tracey Kerr, Barbara Little, Mary Ann Sanders, and Melanee Wyatt

Welcome and Correspondence

Dave Gianelli shared a resignation letter from George te Velde. He will be stepping down as a Board Member due to other responsibilities. Dave also shared "thank you" correspondence from Outdoor Education students and Science Olympiad students. Dave congratulated Melanee Wyatt on the wonderful performance of *Willy Wonka*.

Approval of Minutes

A motion to approve the Board meeting minutes of May 11, 2012 was made by Tony Bruno and seconded by Ron Emerzian. Unanimous vote to approve.

Quarterly Financial Report

Don Gatti reviewed the Financial Report as of July 31, 2012. A motion was made by Kenni Friedman and seconded by Eric Johnston to accept the Financial Report. Unanimous vote to approve. Ryan Gallo asked for a comparison report to show how the Foundation is doing year to year.

Don Gatti also discussed the need to revise the bank signing authority form. Revisions are needed due to changes in the office. It was recommended to add Scott Kuykendall and Sue Rich as signers on the Mocse account. A motion was made by Mary Ann Sanders and seconded by Tracey Kerr to accept the recommendation. Unanimous vote to approve

Open Discussion – Civility Initiative & Budget Update

Tom Changnon discussed the Civility Initiative kicking off another year. Civility banners are displayed all over the county. There are several new promotional items that will be distributed this year. He also shared several books with the Board: *A Mindful Nation* by Tim Ryan, *The Coming Jobs War* by Jim Clifton, *World Class Learners: Educating Creative Entrepreneurial Students* and *Catching Up or Leading the Way: American Education in the Age of Globalization* both by Yong Zhoe. These books offer views on ways for young people to be productive and successful in a global world.

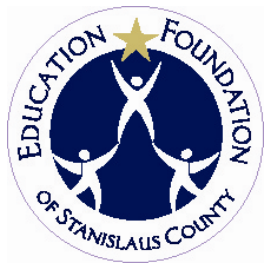
Don Gatti presented a brief update on funding per ADA (Average Daily Attendance). He provided a handout to help explain what the education system has been dealing with during these difficult budget times.

Resource Development (Revenue) Committee Reports

Naming Opportunities: Ron Emerzian reviewed the Naming Opportunities. Wells Fargo has agreed to sponsor the Junior Relays. The Spelling Championships and the Elementary Science Olympiad are currently open.

Annual Fundraising Drive & Honorarium/Memoriam: Cheryl Goulart gave a report on the Annual Fundraising Drive. The "end of the year" appeal letter generated a total of \$7,985. The 2012 goal is \$6,500. She also reported on the progress of the Honorariums/Memoriums presenting a Goal Chart showing approximately \$8,551 raised to date. The goal for this year is \$3,000.

Fundraiser Dinner: Currently there are 43 tables sold. The goal is to sell 60 tables. A handout was distributed indicating secured table sponsors and past table sponsors that have not yet committed to purchasing a table. Board members were asked to make contact with past sponsors and encourage them to once again support the Foundation by purchasing a table.



1100 H Street • Modesto • California • 95354

Barbara Little presented a sample for the centerpiece for the tables. My Little Balloon Company will make the centerpieces for \$10 each. Eric and Kenni have been working on the evening's program. Francesca Bavaro, winner of the *Valley's Got Talent* competition will be performing along with YES Company.

Mary Ann Sanders distributed a list of secured auction items as well as past year's items. Mary Ann added several items during the meeting and will email an updated list. The committee will determine which ten items (\$250 value or more) will be used for the brunch.

Community Brunch: A handout was distributed showing the progress of ticket sales and sponsorship. The Modesto Bee advertisement will come out in the next couple of weeks. Ryan suggested promoting the brunch at the Farmers Market. She will check into it and let Barbara know her findings. Lisa Dokoozlian volunteered to help Ryan. Barbara reminded Board members to ask ticket purchasers to vote for the Education Foundation at the Brunch. There are a number of factors to determine the winner. The biggest factor being the "Profit and Loss Statement." The first place winner can win up to \$50,000. Volunteers are needed for sausage making, setup on Saturday, and the brunch on Sunday. A sheet was circulated for Board members to sign up. On Sunday we will have 15 students from the Downey High School Culinary Program. Promotional items at the brunch will include placemats, fans, and Bette Belle bookmarks.

Operations & Governance Committee (Advisory Board)

Dave reported that the committee will begin searching to fill the two vacancies on the Board.

Technology Committee Report

Bob Gausman reported that the website has been revamped. The Education Foundation now has a Facebook page. Board members were encouraged to "like" us on Facebook and to share the brunch flyer on their Facebook page.

Community Leadership: Carol Benson reported that they have updated a lot of the recommendations determined by Jeanette Voss. A donate button was added to website and donations can now be made online with a credit card. The logo has been refined and a new tagline is now being used. Pop up banners are being designed (donated by City Signs) for each program (Outdoor Education, Student Events, and YES Company) to be used individually by the program or together for Foundation events. A marketing policy, to be adopted by the three programs to promote the Foundation, is being developed.

The committee will contact several local marketing firms to submit a Request for Proposal to determine the best way to get our message out to the community. Jeanette Goss has already completed the ground work of gathering information. The committee is requesting \$8,000 to be set aside for marketing to accomplish this task. At our annual planning meeting in November it will be determined how much will be needed for next year and will be included in the budget. A motion was made by Jason Gordo and seconded by Mary Ann Sanders to accept the request. Unanimous vote to approve.

Program Reports

Student Events Program: Barbara Little will have the Student Event Catalogs available at the next meeting. The Spelling Championships will kick off the year in November.

Outdoor Education: Jess Hewitt reported on behalf of Pam Ivie. She reported that they are continuing to look for ways to increase overall attendance. They secured two wheel chairs for special need students from Society for Handicapped with the help of Pam Denney. Boyett Petroleum through their "Make Dreams Real" Golf Tournament has donated \$10,000 each to four Stanislaus County Districts to be used to increase student attendance at Foothill Horizons.

YES Company: Melanee Wyatt reported that the *Willy Wonka* production was a success. She will give a thorough report at the next meeting. YES Company has had several special needs children that have participated



1100 H Street • Modesto • California • 95354

through the years and she shared a touching letter from an autistic student who participated this year. YES Kidettes will be performing *Winnie the Pooh* this year while YES Kids will perform *Annie*. The summer performance for next year has not been determined.

Important Dates

Sunday, September 9, 10:00 AM – 2:00 PM, Community Brunch, Thurman Field

Thursday, September 20, 6:00 – 9:00 PM, Fundraising Dinner hosted by Barbara Bruno

Friday, November 2, 8:00 AM – 2:00 PM, Annual Board Meeting, SCOE Board Room