



Education Foundation of Stanislaus County Board Meeting Minutes - May 11, 2012

Attendees

Pam Able, Dale Boyett, Tony Bruno, Tom Changnon, Pam Denney, Lisa Dokoozlian, Ron Emerzian, Kenni Friedman, Bob Gausman, David Gianelli, Jason Gordo, Cheryl Goulart, Pam Ivie, Eric Johnston, Tim Johnston, Tracey Kerr, Barbara Little, Chris Ricci, and George te Velde

Welcome and Correspondence

Dave Gianelli shared a resignation letter from James Conforti. He will be stepping down as a Board Member due to a new position with Sutter Health and will be relocating to the Sacramento area.

Approval of Minutes

A motion to approve the Board meeting minutes of February 16, 2012 was made by Eric Johnston and seconded by Kenni Friedman. Unanimous vote to approve.

Electronic Vote

An electronic vote was taken prior to the Board Meeting to appoint George te Velde to the Board. Appointment was approved unanimously. Dave Gianelli welcomed George to the Board. Dave announced that there is still one vacancy on the Board. Aaron Struck is not available at this time to serve. The Advisory Board will meet to discuss a possible replacement.

Quarterly Financial Report

Barbara Little reviewed the Financial Report as of April 30, 2012. A motion was made by Tony Bruno and seconded by Kenni Friedman to accept the Financial Report. Unanimous vote to approve.

The expense of Directors and Officers and General Liability Insurance was inadvertently left off of the 2012 Operating Budget. Barbara Little asked for approval of \$1,400 to cover the expense. This policy is a yearly expense. It will be included in all future Operating Budgets. A motion to approve was made by Tracey Kerr and seconded by Chris Ricci. Unanimous vote to approve.

The Education Foundation was selected to participate in a Community Brunch competition in September. Barbara Little asked the Board for approval of \$5,000 to be used for additional staff time involved in the organization of the event and additional meetings. Eric Johnston stated that this event has the potential to raise an additional \$40,000 for the Foundation. A motion to approve this request was made by Eric Johnston and seconded by Dale Boyett. Unanimous vote to approve.

Program Presentation – Outdoor Education

Pam Ivie presented a ten minute video showing an overview of Foothill Outdoor Education School. Richard Anderson, Professor from Modesto Junior College volunteered his videography services. The video is accessible on the Outdoor Education website. The Board offered suggestions to expand community viewing. Suggestions included; transcribing to Spanish, having copies available at local libraries, and include information of the video in the parent handout.

Open Discussion – Honoring Jane Johnston

Tom Changnon reported that a committee met to discuss a meaningful way to honor Jane Johnston. The committee agreed on a "Jane Johnston Civility Award." The award will be given to one teacher at the "Teacher of the Year" luncheon and one classified employee at the "Employees Making a Difference" event. The amount of the awards will be discussed and approved at the planning meeting in November and included on next year's operating budget. Tom also announced that Sue Rich, currently Assistant Superintendent of Instructional Support Services, has agreed to be the Assistant Superintendent of Administration. Sue has over 20 years of experience at SCOE and is a gifted speaker and writer. She will be introduced at the next Board meeting. Scott Kuykendall, Director of Career/Charter Alternative Education, will oversee YES Company.



Community Leadership (Marketing) Committee

Jeanette Goss presented her marketing proposal and provided the Board with a handout of her PowerPoint presentation. At the conclusion of her research that included a survey to SCOE's "key communicators" and discussions with Board members, she made the following recommendations:

- Showcases the Education Foundation and the three programs at all events
- Expand Foundation exposure to include all of Stanislaus County (majority of donors are from Modesto)
- Develop strong brand image - new logo, name change, logo visibility
- Change tagline (i.e., *Inspiring our youth to achieve!*)
- Setting the Foundation apart with a positioning statement
- Update website and use social media
- Measure results – resend survey
- Purchase a donor database with research managing options

The long term goal is to increase awareness from 45% to 60% and to increase our donor database from 1,000 to 2,500 potential donors. Currently there is not a budget for marketing. Jason Gordo and Eric Johnston agreed to participate in a meeting with the Marketing Committee to contribute their ideas. Eric Johnston made a motion for the Marketing Committee to address the concerns and recommendations of Jeanette's proposal and devise a plan to move forward, including a budget. The committee will contact several local marketing firms to submit a Request for Proposal based on the marketing plan. Jason Gordo seconded. Unanimous vote for approval.

Resource Development (Revenue) Committee Reports

Naming Opportunities: Ron Emerzian reviewed the Naming Opportunities. SaveMart agreed to be a Naming Opportunity for Occupation Olympics and Outdoor Education for \$5,000 (\$2,500 each). Barbara and Ron met with Wells Fargo Bank and submitted a grant proposal for consideration. An application has been submitted to Omega Nu and Dot Foods. Junior Relays and the Spelling Championship 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 \$7,441 raised to date. The goal for this year is \$3,000.

Fundraiser Dinner: Eric Johnston reported that due to the Charity Brunch, the 2012 Foundation Fundraiser Dinner has been rescheduled for Thursday, September 20th and will be hosted by the Bruno Family. The pre-dinner reception will be hosted by Pam Denney on July 12th. The challenge this year is having the events so close together. Eric is working on the evening's program for the dinner. Auction items will be collected and the committee will determine whether they will be used for the brunch or for the dinner, unless specified by the donor. John Surla offered his chef services to be combined with a weekend cabin stay. Eric and Kenni will work out a plan to coordinate phone calls to past table sponsors so they can be secured prior to promoting the brunch ticket sales. Tickets to the brunch will also be available to purchase at the pre-dinner reception.

Community Brunch:

Minutes, committee list, in-kind donation sheet, sponsorship levels, and sponsor list was provided to Board members. The committee has secured \$11,500 in sponsorships. Members of the steering committee will be meeting with Dan Costa on May 15th.

YES Company Request

Lisa Dokoozlian, Business Manager for YES Company, requested \$18,700 that was allocated to YES Kidettes be moved to YES Company. The funding was not needed for YES Kidettes because the tuition and ticket sales cover the expenses. The reallocation is needed for YES Company to stay in the black. Eric Johnston motioned to accept the reallocation and Jason Gordo seconded. Motion carried. Lisa also announced that there will be a balloon release to honor Jane Johnston on the performance night of July 26th.

Important Dates

Thursday, July 12, 6:00 – 7:30 PM, Pre-dinner Reception, Hosted by Pam Denney
Thursday, July 26, 5:30 – 10:00 PM, Board Reception & YES Co. Production of Willie Wonka
Thursday, August 9, 8:00 – 9:30 AM, Board Meeting, Petersen Event Center
Sunday, September 9, 9:00 AM – 2:00 PM, Community Brunch, Thurman Field
Thursday, September 20, 6:00 – 9:00 PM, Fundraising Dinner hosted by Bruno Family