

**Education Foundation of Stanislaus County Board Meeting MINUTES
February 11, 2016, 8:30 AM – 10:30 AM, SCOE Patterson Room**

Attendees

Phil Alfano, Christine Baily, Rick Bartkowski, Tom Changnon, Pam Denney, Andrew Dignan, Lisa Dokoozlian, Don Gatti, Cheryl Goulart, Jessica Hewitt, Kathy Hobby, Janet Lopez, Sue Rich, Melanee Wyatt, Cindy Young

Absentees

William Broderick-Villa, Pat Dodd, Amy Elliot Neumann, Scott Kuykendall, Tina Pollock, Chris Ricci, Mary Ann Sanders

Correspondence and Celebrations

Pam Denney discussed the following:

- The Education Foundation received a thank you postcard in the mail from Center for Human Services. This is a good example a piece of marketing material.
- The Jane Johnston Civility Award is an award given within two programs: Employees Making a Difference and Teacher of the Year. This award was created in memory of Jane Johnston and celebrates an individual who demonstrates civility in the workplace and the community.
- The Employees Making a Difference recognition program occurred on January 25, 2016. William Broderick-Villa presented the Jane Johnston Civility award at this event. Twenty-five classified employees were recognized for making a difference with their students and staff. Denise Russell, a Registrar from Oakdale High School, was awarded the Jane Johnston Civility Award. The Education Foundation presented Denise with a plaque and a certificate.
- Teacher of the Year will occur on May 3, 2016 at the Modesto Centre Plaza at 12:00pm. The Education Foundation budgets \$1,000 to be awarded to the winner of the Jane Johnston Civility Award for this event. There was also a request for screeners and Christine Baily, Janet Lopez, and Lisa Dookoozlian volunteered for this position.
- Upcoming Events:
 - The third annual Connecting for Good will occur on April 28, 2016 at the Modesto Center Plaza from 8am-3pm. There will be a variety of speakers that will discuss opportunities for change and collective impact in our community.
 - The Epsilon Nu State Theater Fundraiser will occur on April 28, 2016 at the State Theater. This organization promotes women and education in our community. The Education Foundation benefits from the proceeds and usually receives about \$5,000 each year. The film, Breakfast at Tiffany's will be shown and there will be wine and appetizers. Tickets are \$25 per person and can be purchased from Sue Rich or at the State Theater.
 - The 2016 YES Company Reception will occur on July 28, 2016 at the Petersen Event Center at 5:30pm. Mocse Credit Union provides the appetizers and there will be donated wine and beer. After the reception, all guests will walk to the Gallo Center for the Arts to watch the production of Les Miserables. The newest Emeritus Board members will be honored during the reception. The proceeds of this event go to support YES Company's summer production of Les Miserables.
- Jessica Irish submitted her resignation on February 10, 2016 to Sue Rich. Due to accepting a position at Stanislaus Community Foundation, there is now a conflict of interest due to the fact that the Education Foundation currently is a fund holder at Stanislaus Community Foundation and receives donations from the organization.

Approval of November 20th Board Meeting Minutes

Christine Baily motioned to approve the November 20, 2016 Board meeting minutes. Andrew Dignan seconded the motion. There was no further discussion. The motion was unanimously approved.

Advisory Board Report

Pam Denney discussed the following items as an update from the Advisory Board.

- There is a need for new Board members due to resignations and terms ending. In order to recommend an individual to serve on the Board, members are to submit recommendations to Brittney Boone and fill out a Board member

recommendation form. The Advisory Board members would then review the recommendation prior to Board approval.

- Ron Emerzian, Kenni Friedman, and Tracey Kerr were nominated for Emeritus Board Member status. They were nominated because they have all served as Board Chair and contributed to the success of the organization. *Christine Baily motioned to approve Ron Emerzian, Kenni Friedman, and Tracey Kerr as Emeritus Board Members. Andrew Dignan seconded the motion. There was no further discussion. The motion was unanimously approved.*

Community Brunch

Sue Rich discussed the potential opportunity to participate in the Community Brunch on September 10, 2016. This will be the third Community Brunch that has occurred. Dan Costa will make a formal announcement on March 1, 2016 about which charities will be invited to participate. As soon as the information is announced, there will be an email sent to the Board if the Education Foundation has been selected.

Committee Reports

Financial Report

Andrew Dignan discussed the operating budget and financial report on behalf of the Finance Committee. The committee discussed ways to increase revenue by the end of the year. The committee expects to meet the goal through the following:

- The tab in the Modesto Bee, which will be released in May.
- Honorariums and Memoriums should increase with a new balloon bouquet campaign and including advertising for this in the annual drive letter that went out in November.
- We may be participating in the Walk for Love again, which would be the second time in one year, increasing our revenue from another Fundraiser.
- We may possibly participate in the 2016 Community Brunch.
- There will be an event at the State Theater, coordinated by Epsilon Nu that raises funds on behalf of various charities. Every year we are selected as a beneficiary of this event and about \$5,000 is given.

Don Gatti motioned to approve the operating budget and financial report. Christine Baily seconded the motion. There was no further discussion. The motion was unanimously approved.

Signature Event

Janet Lopez discussed the Fundraiser Dinner that will occur on October 6, 2016 at Larsa Hall in Denair. The location has changed from Duarte home to Larsa Hall due to the following:

- We are currently at capacity at the Duarte home and there is no room for growth.
- There is limited power at the Duarte home.
- With an outdoor venue, there are risks associated with weather and the threat of rain or heat. Also, debris, dust, etc. Technology is limited. Parking. Explored venues with indoor option. More lighting, extra costs accrued when going outdoors for table setting, equipment, etc. Reliable bathrooms. Flexibility of themes and increased comfort level. See venue comparison notes. 9 major community events in September. Most of which are at the Center Plaza. Larsa Hall allows for growth, room for improvement and more options. The theme "Join Hands for Education" will stay the same each year. The décor theme will change, but the marketing materials will change.

New Fundraising Committee

Kathy Hobby gave an update on behalf of the New Fundraising Efforts Committee.

- Walk for Love may occur on May 1, 2016. The organization that coordinates the event will meet on March 1st to discuss whether the event will take place this year.
- The Modesto Bee tab and 2015 Honor Roll of donors. Kathy passed out last year's tab and honor roll for Board members to check for misspelling, make sure their picture is up to date, and review the documents for any other revisions to be made prior to sending out in May.

Honorarium/Memorium

Christine Baily gave an update on the progress of the balloon bouquets to increase honorarium donations.

There are three balloon bouquet options: \$75 for a small bouquet, \$100 for a medium, and \$125 for a large bouquet. The cost to the Education Foundation for each of these is about \$35 to \$50. The marketing plan is to have photos and an online store for customers to select the occasion they are sending the balloons for and what price point they prefer. There will also be a business card produced with information about the balloons and the Foundation, as well as marketing on social media and the Foundation website. Christine will research the price for delivery to Newman and Patterson. After one year, the sub-committee will re-evaluate if this project is a worthwhile investment and how to improve.

Program Ambassador Update

Outdoor Education

Jessica Hewitt gave an update on behalf of Outdoor Education

- Earth Day: April 22nd
- Open House & Volunteer Day: April 23rd
- Modesto City Schools and Sylvan Union School District have been incorporated back into Foothill Horizons and the program is now available to all children in Stanislaus County.
- Creekside Middle School started a program called “Science Days” at Foothill that the Foundation has helped support.
- There is now a comprehensive water curriculum in Hughson for K-12th graders.
- The summer camp program was sold out in one day and is only advertised through word of mouth.
- The dining hall renovation is set to occur this summer.

The Board discussed the following:

- There is a possibility of having an alumni club for past Foothill Horizons campers and counselors. To create revenue, the alumni club could charge for t-shirts or other merchandise.
- Vision magazine did an article about concerns associated with sending children to camp to raise awareness and market the program. This article and other efforts are helping to educate parents to feel more comfortable about sending their children to camp. Brittney will send PDF version of the article to the Board.

Student Events

Cheryl Goulart gave an update on behalf of the Student Events Program.

- Future Cities: Gratton School went forward and will go to Washington DC for the national competition. This is the sixth consecutive year that California will be represented nationally and they have all been from Stanislaus County. A press release was sent to the Modesto Bee and a video was posted on the Modesto Bee website.
- Academic Decathlon: Oakdale won for the sixteenth year. Two teams will go to the state competition in Sacramento in March.
- Mock Trials Final Round: February 24th at 4pm in the Petersen Event Center. The new scoring system that was supported by the Foundation is being used and is working well.
- Cheryl gave shout outs to Board Members who volunteered at events: Andrew Dignan, William Broderick-Villa, Janet Lopez, Amy Elliot Neumann, and Mary Ann Sanders.
- They are still in need of volunteers for Regional science Olympiad and History Day.
- Harold Pope Relays: The events will occur in May.

YES Company

Melanee Wyatt gave an update on behalf of YES Company.

- YES Ambassadors performed at various venues during the holiday season, including the Lyons Club state conference where the international president from China was present. There was a great response from the audience at that event.
- There have been 29 scholarships issued from Foundation funding. YES Kidettes were the main recipients of the scholarships given.
- Summer of 2016 is the 25th anniversary of YES Company. Les Miserables will be the summer performance. The script and music will be the same as the Broadway version, with a few edits. There will be multiple auditions in various locations to allow for students from every part of the county to participate. Patterson Joint Unified School District will provide summer school transportation for students to participate.
- YES Company will be moving to a new location this year.

Upcoming Meeting Dates

Annual Planning Meeting: May 6, 2016: 8:30am-3:00pm, Location TBD

August 11, 2016: 8:30-10:30AM, SCOE Board Room

November 17, 2016: 8:30-10:30AM, SCOE Board Room

February 9, 2017: 8:30-10:30AM, SCOE Board Room

Annual Planning Meeting: May 12, 2017: 8:30AM, Location TBD

Other

Phil Alfano shared that Patterson High School will have a grand opening of the new logistics and distribution center on March 10th from 11-1. Will have lunch and tour. Phil will send a flier to the Board with more information.