



Eureka Schools Foundation
Minutes of the Regular Meeting of the 2010 Operating Committee
Wednesday, January 13, 2010

Next Meeting:
Wednesday, February 10, 2010, 5:30 p.m., at the Eureka Union School District office

The Operating Committee of the Board of Directors of the Eureka Schools Foundation, a California nonprofit public benefit corporation, held its regular meeting on Wednesday, January 13, 2010, at 5:30 p.m. at the Eureka Union School District Office, 5455 Eureka Road, Granite Bay, California.

Attendance

Renee Nash, President, called the meeting to order at 6:02 p.m.

Present at the meeting, from the Operating Committee, were Greg Sazima, Renee Nash, Judi Gavia, Gloria Costigan, Phil Johnson, Warren Holt, Tiffany Jones, Trevor Sanders, Cheryl Nelson, Jennifer Mobell, and Craig Ryder.

Also present were Shelli Teed-Bose, Tom Cologna, Kelly Byars, Connie Whalen, Peter Towne, Lyn Kleinbach, Sarah Slein, Jennifer Arey, Kristie Greiss, Chemene Phillips, Julie McAvoy, and Craig Lyman.

New President's Message

Renee is excited to work on the projects that have been well built by Phil, Judy and Greg. She's privileged to work with the wealth of talent this year. Her main goal is to utilize everyone's skill set to our best advantage. She's looking forward to having fun and dispelling the notion that there's no money to be spent in 2010.

Reports

Executive Directors report: Julie couldn't be here tonight so Greg reported on her behalf regarding Annual Giving. He introduced our new Annual Giving Chair, Shelli Teed-Bose. He mentioned that Julie's working on articles and news releases for the campaign. There will be a

full-page article in the GB View on the Art Auction, and counter placement in nine area Gold Country Outlets, and placement in Sierra Style magazine.

Fundraising:

Art Auction: Connie Whalen reported that the event will take place at Bayside, who is our sponsor for this event, on February 19th from 5 to 8 p.m. Carolyn Javier will be coordinating the music, and Margot Birch will coordinate the art work from the classes. We'll have food vendors and raffle items for the event. Mark Goozen will help with close out, Judy and Gloria will be in concessions. The performances will be similar to those of last year's Country Faire. More volunteer are needed to support this event.

Annual Giving: Shelli spoke about pushing a more participation-based campaign. She sent letters to the Principals and teachers asking for help identifying two person contact teams from each classroom. She currently has met with all the teams we have so far. Kickoff packets will go out 1/22 with an e-blast to follow along with 3000 flyers. There will be thermometers in all classrooms tracking their success in raising funds with a prize going to the winners.

Shelli explained the Disneyland Give a Day, Get a Day Program where if you volunteer your time, you will earn a free pass to Disneyland. She's asked people to make mini movies about what ESF and enrichment education means to them. The best movies will be shown at the Town Hall Meeting.

Golf Tournament: Warren shared that more money has come in early due to the use of the website. We have three major sponsors back; Wells Construction being one of them, and we also have four new foursomes. Sales and organization are going well. The next meeting will be at 6:30 p.m. on 1/27 at Tom Cologna's office. They need more help if anyone wants to come. Warren doesn't have any foreseeable concerns about the event. Rebecca Sommers will be volunteer coordinator.

5K: The run will take place on 5/23, Sunday. Kelly and all last year's committee members are back as well as many new volunteers. Their first meeting will be 1/26 at 9:30 a.m. in the District office. Renee and Kelly are working on sponsorships which have proven to be easier to get due to last years' success. Some features will be added, such as pledge forms for kids, expanding Expo area for after run for families and sponsors to have tables; jump houses; and face painting.

Renee thanked Kelly for an outstanding job and for agreeing to take on more this year.

Corporate Sponsorship: Cheryl spoke of her appreciation of having Connie join the team and thanked her for her two years working on the Faire. She went over the process of obtaining sponsorship and she's working on creating a master archive of sponsors and the events they support. Connie and Cheryl will be developing a sales team and materials to work with. With the assistance of Dr. McCarty, potential sponsors were identified and mailed a request letter. Kaiser will be an AGC sponsor, Folsom Lake Bank for 5K, there's \$10,000 sponsored for the Art Auction, and there's potentially \$5-7,000 in in-kind donations. She would like to work with

Warren to develop sponsorship for the Golf Tournament. Cheryl says we have sound event sponsors for 2010. Connie's researching Grants as there are several we can apply for.

Renee announced that Margot Birch will Chair next year's Auction. The date of the event will be one week later due to parent conferences. The date is Saturday, November 13, 2010.

New business: The fate of the Faire. There was discussion on the feasibility of continuing. Connie said the 5K and Faire are too large to run on the same day. There will be a much smaller version of the Faire this year. We didn't lose any Faire sponsors as they evolved into 5K sponsorships.

Cheryl then asked everyone for all sponsor info for the database.

Renee is suggesting we add to the website information on Board members. She's looking for one to two lines and a photo.

Next a video was viewed that will be played at the Town Hall Meeting. Footage was compiled and edited by students Robbie Win and Darren Cliff.

Adjourn

There being no further business to come before the Operating Committee, the meeting was adjourned at 6:57 p.m.