



**Eureka Schools Foundation**  
**Minutes of the Regular Meeting of the 2009 Operating Committee**  
**Wednesday, March 11, 2009**

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, March 11, 2009 at 5:30 p.m. at the Eureka Schools District Office, 5455 Eureka Road, Granite Bay, California.

***Attendance***

Greg Sazima, President, called the meeting to order at 5:32 p.m.

Present at the meeting, from the Operating Committee, were Greg Sazima, Renee Nash, Marisa Schorer, Phil Johnson, Dina Burns, Judi Gavia, Tiffany Jones, Denise Zboralske, Trevor Sanders, Gloria Costigan, and ex-officio members Superintendent Tim McCarty and EUSD school board member Lori Dangberg.

Also present were Scott Pease, Jennifer Mobell, Robyn Harris, Connie Whalen, Kelly Byars, T.C. Beier, Rebecca Sommer, Sherri Goode, and Steve Schorer.

***Presentation***

Greg Sazima introduced Joe Milam, former ESF president, who spoke to the Board about the endowment from his perspective as a money manager. He disseminated information on the Sacramento Region Community Foundation, a foundation with a large institutional pool of funds. He shared a presentation on the services of Colonial Consulting, LLC, which provides counseling services on the proper allocations of endowments and asset management. They have adopted a proper model to provide a good return on benchmark goals (for the Sacramento Foundation, CPI plus 6%). Joe offered some qualified recommendations on participating with asset managers such as Colonial. There are higher fees associated with management at this level.

Trevor Sanders asked whether ESF was required to take a certain percentage of our endowment out every year; we do not to keep our tax-exempt status, but are able to take out 5% every year.

Phil Johnson shared his perspective on the current market conditions. He believes that we have not yet “hit bottom” in the market and had some thoughts on putting more of the endowment in accessible cash. Renee Nash gave another perspective about keeping funds in the

market until there is an uptick in the market, since we do not need to use the funds immediately. There was a lively debate about the proper management of ESF's endowment.

Greg suggested that we revisit the issue of our endowment at our next meeting, unless market conditions required that we address the issue sooner.

### ***Minutes***

*MOTION:* After Marisa Schorer made a motion to approve and accept the February minutes as presented, it was seconded by Jennifer Mobell and approved by the Board.

### ***Treasurer's Report***

Denise passed out the Treasurer's Report. We have \$373,965 in cash at hand and \$475,649 in the endowment (as of 6/08, statements lag far behind). She reported that the audit is underway and will be presented next month.

### ***New Business***

**Budget/Allocation Issues:** Greg re-presented his overview on our fundraising abilities and our potential expenses. Right now we have baseline funding/costs of about \$490,000. The district is hoping that we consider assuming all enrichment funding in the future, at a cost of at least \$780,000/year. ESF's administrative costs are currently around \$90,000. Steve Schorer mentioned that the costs we should be monitoring are the administrative costs associated with events. Greg said that it came down to whether our costs justify our ends.

There was a discussion about the amount ESF spends on enrichment and the different levels of commitment. Dr. McCarty talked about the programmatic analysis of enrichment programs, including technology. There are some expenditures that can be minimized, but the greatest part is human resources. He noted that ALL programs are targets for greater efficiencies, including enrichment.

Greg led a discussion about block grants, and the Board reviewed a list of the items that block grants have funded. Dr. McCarty talked from a perspective as a former principal and talked about the partnership aspect, and how our investments through block grants are marketing tools at the school level.

Judi Gavia discussed her meeting with the principals and district staff, talking about block grants and ESF's predicament in light of decreased fundraising. The principals are eager to step up and help promote ESF and Annual Giving. They want Block Grants to continue but understand the situation. Uniformly, they loved the website, and liked the AGC idea of "dollar a day" as saleable. The junior high principals would like to see plexiglass cases in MPRs to promote ESF at parent-attended events; they could sell advertising space at other times. All principals wanted to see a greater ESF presence at events. EUSD principals are putting blurbs in newsletters at least once a month, and suggest having students speak at BTSN. Another suggestion was to offer "discount cards" for contributing "x" amount to AGC. They liked the thought of a poster in every classroom – "a dollar a day makes all the difference – go to our website and see how!" Dr. McCarty tentatively suggested a "give-back" to schools based on participation levels. Greg suggested considering block grants in the future, but warned that we can't give block grants if we are expected to fully fund enrichment. It was recommended that we

make modifications for the junior highs traditionally raise less money from their PTC's than elementary schools. There appeared to be consensus about keeping some funding directly to the schools; it will be discussed at a future meeting for allocation purposes.

**Back to School Night/New Parent Planning:** Scott Pease will be spearheading Back to School Night and New Parent Initiatives. He presented a number of ideas to educate parents about ESF and raise more money. Ideas included a new video, brochures/wristbands, and a new parent "meet and greet". Scott will be setting up a meeting to brainstorm and encourages participation. Dr. McCarty offered to provide lists of all of the events at which ESF can make contact with parents. He also spoke to the desire to unite the site councils, PTCs, and the Foundation.

**Spanish program update:** Greg gave an update on the Spanish program. We are still trying to enhance and grow the program. He will work with the district to expand the program at junior high levels and hopefully to sync with the high school foreign language program. Greg will meet on space/teaching issues with the district. Trevor suggested that ESF evaluate the program; Greg said that this is happening through Heidi. Tiffany asks when we will get the evaluation of the program; Greg responded that he is working on this and other related issues and will stay on top of it, including pre-registration for next year.

### ***Operations/Housekeeping***

Greg Sazima announced incoming Board member Craig Ryder and talked about his activity in the district and his insight with finances as benefits to the ESF Board.

**MOTION:** Renee Nash made a motion to accept Craig Ryder as a new member of the Board; Judi Gavia seconded the motion, which was approved by the Board.

### ***Gratitude Break***

Greg Sazima took a moment to recognize the efforts and hard work of Scott Pease, who has jumped in and taken on responsibilities with the Golf Tournament and Back to School Night.

### ***Superintendent's Report***

Dr. McCarty spoke about the May ballot and said the district will be sending information on the ballot measures and the effect on the district. Lori Dangberg briefly talked about the status of intradistrict transfers, which are not extensive.

### ***Fundraising Reports***

**Auction:** Renee Nash spoke about the status of the Auction. As expected, due to financial constraints and ownership issues, Thunder Valley is pulling out as a supporter of the Auction. This is a significant loss. Cheryl plans to contact Red Hawk Casino. Cheryl will be asking for an additional cash contribution from Fountains for the next school year. Renee is

working on a more online-based auction, and plans to limit the number of tickets, thus limiting attendance to 250 people.

Website. Tiffany Jones presented the website and told the Board that it is averaging about 30-50 hits per day. Fund Run is the most visited page. The AGC page has been one of the lowest, and fundraising response has been low. Tiffany asked ESF members to thank Executive Director Julie Guerrero for her work on the website. There was some discussion of how to drive traffic to the site, as well as get them to donate to AGC.

Country Faire. Connie Whalen reported on the Faire. They are working hard on securing additional sponsors, generating T-shirt sales, and soliciting participation from the community. They are working with local schools and businesses on efforts regarding the games and booths. The enthusiasm level is very high, the organizers are optimistic, and the Faire looks to be a huge success.

5K Fund Fun. Online registration should be live as of the week of 3/17. There is a great deal of interest in the Run. The runners will ideally feed directly into the Faire.

Golf Tournament. There should be enough foursomes, and the committee members are still working on sponsors. In this economy, sponsorships are more difficult to secure. There was some discussion about how best to work with ESF sponsors to support activities in a manner to best elevate the sponsor's interests.

Annual Giving Campaign. Traffic is very low to the website. There was discussion on how to clarify the "recurring donation" issue and how to drive traffic to the site. However, Jennifer Mobell reported that fundraising numbers are looking good so far, and are up from last year. There are currently 78 donors, with about \$27,000 collected so far. The average donation is lower than last year. The Board committed to doing all it can to support the AGC.

The next meeting will be held on 4/15/09 at 5:30 p.m.

***Adjourn***

There being no further business to come before the Operating Committee, the meeting was adjourned at 7:47 p.m.

***Attest:***

Greg Sazima, President \_\_\_\_\_

Dina Burns, Secretary \_\_\_\_\_