

Yuba River Charter School Educational Foundation

505 Main Street ~ Nevada City, CA 95959

MINUTES

Wednesday, March 28, 2012 in the YRCS Library

PRESENT: **James Robinson**, Pro-Temp President
Robert Wallis, Charter Council (Board of Directors) Representative and Pro-Temp Vice President
Melissa Seibold, Secretary and Parent Council Rep
Caleb Buckley, YRCS Director
Susan Egan, YRCS Business Manager
Heather Peery, Faculty Rep
Elizabeth Soderstrom, Lavendar Kindergarten Rep
Nichols Baughman, Rose Kindergarten Rep
Tim Smith, 3rd Grade Rep
Todd Gjertsen, 5th Grade Rep

OTHERS PRESENT: **Vitskaia Fernandes**, Minutes Taker

NOT PRESENT: **Adriana Kelly**, 7th Grade Rep, **Denise Reynolds**, Treasurer

***PLEASE SEE **MOTIONS PASSED THIS MEETING** AND **TO DO LIST** AT END OF MINUTES

Call to Order at 3:35 pm; School Verse was recited.

- **NEXT BOARD MEETING:** **Wednesday, April 25, 2012 at 3:30PM YRCS Library**
MARK YOUR CALENDARS for upcoming meeting: May 23rd
- PUBLIC COMMENT
Tim gave an update on the website; main content is up
- NOTE: The Minutes of January 11, 2012 were approved by email
- ANNUAL FUND DRIVE – Update & Needs / Survey Monkey
Back to school—pre-pledge program

Melissa reported that we are at \$84,969; percentage actual family participation is approximately 74%.

The Survey Monkey is an anonymous survey to be sent to families. She requested thoughts from Board members for this survey and there was a discussion of how it could go. Sixth Grade has not participated to the extent as others have. Suggestions: 1) that we publish

what the effects are for not reaching our goal, 2) making a last call to non-participating families, 3) report on what we have gained by the donations, and 4) education of the parents is crucial. Nichols talked about how NCSOA is successful in their fund drives; they have a parents' dedicated 'hang out' on the campus. Susan made several suggestions: 1) that we go out and say we are revitalizing this to try to reach the people who gave very small amounts, 2) make it fun, 3) hold a meeting/presentation about the cuts in our specialty programs, and 4) personal calls make a difference. Todd brought up the possibility of putting something on all the papers that go home with the children. Elizabeth proposed a potential 'kids' drive; teachers could talk about giving.

James recommended that today each Board member look at the list and say who they are going to call; Susan added that we change the script and revitalize the fund drive; Todd thought we could challenge families. James revised his opinion, saying we should go to the whole school. Nichols noted that a positive approach would be to showcase families that give a lot in our newsletter; Melissa seconded the idea.

Robert summarized that the EdF Board 1) make the calls, 2) post a list of cuts, 3) draft a letter/email to each class from someone with a relationship with the class (Elizabeth volunteered to draft a letter), and 4) that we need a deadline. Melissa will make some big signage for after the break, "Honk if you've given." It was agreed that the EdF Board members recruit a few friends and have a forum.

- Peradam Solutions / Vitskaia Fernandes, bookkeeper/minute taker
Request for salary raise to \$25 per hour; approx. \$35 per month
- A motion was made by James that Peradam Solutions / Vitskaia Fernandes be paid at \$25 per hour beginning immediately; Robert Seconded. Unanimous approved.
- NEW ED F MEMBERS: Nominations for Treasurer, Chairperson, President
Fact Sheet and Questions/Answers for new members

Susan brought up that Elizabeth stated that she would chair a committee to grow the Board; this would happen prior to looking at nominations for positions. Elizabeth requested that each Board member come up with 2 names each and added that being on the Board is valuable to people for learning new skills.

Timeline: solicit new members prior to end of school year and by next Fall have a full board.

The new Committee will consist of Elizabeth, Susan, and Todd – they will look at options to grow the board, create Board member orientation and training worksheets for the new members, and compile a skill set of current members.

- Susan made a motion to nominate James as pro-temp President, Tim seconded. Unanimously approved.
- Susan made a motion to nominate Robert as pro-temp Vice President for purposes of sitting in at the President's absence only. Melissa seconded. Unanimously approved.
- NEW ED F COMPUTER PURCHASE for Moondance & Giftworks
 - Melissa reported that we have a dedicated computer for Moondance, and we've upgraded to the new Giftworks software
- MOONDANCE: Live Auction Committee Needed
 - Melissa reported that we need a committee that is focused on gathering items for the auction; a discussion will be held at the next meeting.
- CAPITAL CAMPAIGN and Video Utilization
 - Strategy Committee Report - subcommittee
 - Tim said it the Strategy Committee needs to be revisited and rebuilt; he has spent much time on the website and Adriana has also been busy.
 - School Ambassador Effort & Plan
 - What committees do we have and what are they accomplishing?
 - This item was tabled until next meeting.
 - Vitskaia will email a listing of sub-committees and what they are doing
 - Grants – subcommittee
 - Elizabeth is chairing the Grants subcommittee; she distributed her 'out-dated' work plan to Board members. She is looking to find three more members. She outlined the duties: the committee would create a short questionnaire to faculty and staff regarding priorities and needs, researching grant opportunities, draft and edit proposals
- OUTREACH & OTHER ED FOUNDATION ACTIVITIES
 - Ed Foundation vs. Outreach – focus of the Ed F and the importance of Outreach
 - Put on next agenda
 - CONCERT SERIES – Second Event will be April 27th 6 – 10 pm
 - Jog-A-Thon – talk about it after Annual Fund Drive is over
 - Grandparents & the Annual Report
 - Melissa reported that the Annual Report went out to approximately 100 pp.

- Alumni Connection
Melissa stated that she is overseeing the formation of an Alumni Committee
- Nevada County Fair Treat St. Booth
James attended the recent Nevada County Fair Board meeting; they are excited to have us come back this year; as a courtesy we've been given a 17% discount, plus a prime position. However, we would be required to build a temporary-style booth with signage. James asked if we would have the logistics to man the booth. The Fair Board suggested we make sandwiches, but he researched and determined that we cannot make a profit. There was a discussion and the outcome: James will tell the Fair Board that if a permanent building comes up, we will do falafels, otherwise we will not participate this year.

James gave gratitude and appreciation to all Board members and requested that members respond to emails sent by other Board members; Melissa seconded the thought.

- **REPORTS:**
 - a. Financial Report – Denise not present
 - b. Faculty – Heather asked Melissa if she wants invitations sent to grandparents for Grandparents' Day; they will work this out
 - c. Parent Council – Adriana not present
 - d. Charter Council – Robert reported that teacher reviews were glowing and the Council is currently conducting Caleb's review. Since obtaining non-profit status, the Council's name will change to Board of Directors
 - e. Director's Report – Caleb invited members to see him later if they have any questions. Technology Global Auction funds allowed purchased of two IMAX screens (8th grade and library)
 - f. New Facility – James reported that we are gaining momentum slowly; we owe Robert for stepping up to the bat. Susan said that the new campus must be built by May, 2015
- Adjournment at 5:45 pm

MOTIONS PASSED THIS MEETING:

Peradam Solutions / Vitskaia Fernandes be paid at \$25 per hour beginning immediately

James was approved as pro-temp President

Robert was approved as pro-temp Vice President for purposes of sitting in at the President's absence only

TO DO LIST:

MELISSA:

ANNUAL FUND DRIVE 2012-13

- 1) will make big signage for revitalizing Annual Fund Drive
- 2) will put out a script for phone calls

ELIZABETH:

- 1) Will draft a letter/email to all families regarding revitalization of the Annual Fund Drive; this will be sent out the first day after the Spring Break
- 2) Will Chair a new Committee will consist of Elizabeth, Susan, and Todd – they will look at options to grow the board, create Board member orientation and training worksheets for the new members, and compile a skill set of current members.

VITSKAIA will email a listing of EdF Board sub-committees and what they are doing

ALL BOARD MEMBERS:

- 1) Recruit friends to revitalize Annual Fund Drive; to carry signage
- 2) Make phone calls to those who have not given, especially 6th grade parents
- 3) Each member give Elizabeth two names each in order to proceed with growing the Board