

Yuba River Charter School Educational Foundation

13026 Bitney Springs Rd., Building 3, Nevada City, CA 95959

MINUTES

Monday, December 13, 2010 Meeting @ Yuba River Charter School – LIBRARY

Present: James Robinson, Tim Smith, Joe Glorfield, Caleb Buckley, Denise Reynolds, Cristine Kelly, Doris Rainville, Heather Peery, Melissa Seibold, Adriana Kelly, Gary Gardner.

- **Call to Order at 3:30 PM – PROMPTLY**

Meeting began at 3:42 pm.

- Recite School Verse (:02)

Recited without notes!

- Public Comment (:05)

None.

- **NEXT BOARD MEETING:** 3:30 – 5:30 pm Monday, January 10, 2010

Please calendar all 2nd MONDAYS for our 3:30 PM to 5:30 PM meeting

- Approve Minutes: October & November 2010 meetings (:02)

No approval; minutes to be submitted.

- Moondance Financial Update Mel/Denise (:05)

Gross for 2010 event is \$35,000. Expenses need to be studied--they could be low, but it appears that the net is \$27,600. (Last year's net: \$26,700). If we take out the Global Auction (\$5,250), the net is \$22,000.

The post-Moondance wrap-up meeting was a good debriefing. One outcome: preparations for the 2011 event will begin in February. 2011 Moondance will be Saturday, November 19, the Saturday before T-giving. It was the only Saturday available. Melissa has now booked the venue for 2012 and 2013.

- Nominations/ Suggestions of New Members Group (:05)

Joe talked to Anna Reischman about joining the team, but she declined—her plate is full.

- Added agenda items:

New credit card machine—Current machine did not perform well at Moondance, and a new one is needed. But we need to do more research on auction procedures in order to understand what kind of machine is needed.

Strategic Planning process--Adriana would like to be part of the planning group, or at least sit in. Gary will inquire with organizing group about this. Denise, Gary, Doris, Caleb, Melissa, and James plan to participate in the actual Strategic Planning days in late January. Location TBD.

- Nevada County Fair Booth update James (:05)

CEO has had severe health challenges, leading to postponement of the December board meeting. But she is still very favorable to YRCS getting a booth slot. She expects things to move forward in January. We are waiting, too, for a full financial analysis of booth performance at the fairground.

- Annual Fund Drive Recalibration All (:20)
Alumni Coordination, Extended Family Project, Community Letter re: changes

The discussion focused on three major items: development of an Alumni program; development of an Extended Family Program; and the calendar for the Annual Fund Drive. The context of the discussion was the shift of the Annual Fund Drive from end of year 2010 to spring 2011 (which occurred to separate the AFD from the Moondance, in the hope that AFD giving will increase).

1. Alumni Coordination:

The theme of the annual fund drive is "bridging current families and alumni". Stacy Ward, who has two alumni children, wrote the appeal letter this year. It is very strong.

Ultimately, all agreed that an alumni program should begin now but that is not likely to bear fruit until well into the future, as most graduates are not yet working and have little discretionary income.

As the project moves forward, we need to find ways to bring in alums. Usually that's around connecting alums with other alums. A fledgling alumni Facebook page and a YRCS Facebook page with more than 600 friends are good starter resources. We also have old school directories; names from these could be used in Facebook searches to help find those grads. If we want to start to engage alums now, we might consider sending out a holiday greeting to those for whom we have addresses.

Joe said he would check with friends in university alumni offices to find out how they keep tabs on alums.

2. Extended Family Project

Joe reported that an extended family program at a small Waldorf school he'd been involved with had been highly successful. Some doubt was expressed about whether we can count on the same results, and about whether this would be a good use of the Ed Foundation's time and effort. In the end, there was agreement to go ahead. Tim volunteered to spearhead a new Extended Family Program for the Annual Fund Drive this spring. James volunteered to assist him.

Everyone agreed that a program needs to be personalized, perhaps with kids writing letters to relatives. This conceivably could be a classroom assignment. Concern was expressed, however, about connecting the letters too directly to the campaign. The team asked Doris and Heather to bring the idea to a faculty meeting.

Meanwhile, our team can work to get the kit together. This could involve a letter or postcard, & envelope, possibly with a return envelope. Christine noted that we should track the ROI on this.

Integrated social marketing--the coordinated use of various media--should be part of our approach to communications regarding the Extended Family Program. Producing a DVD that shows YRCS from the perspective of a child could be part of the pitch. Eighth graders might devote their 8th grade project to this. Cristina is familiar with a software package called Animodo (sp?) that can help produce an integrated marketing approach.

3. Timeline needed for AFD

\$100,000 needs to be the goal, in the hope that we will actually raise \$80,000. Here is the Annual Fund Drive calendar:

early February--get a teaser into the electronic newsletter.

Tue, Feb 15--electronic appeal letter goes out

Wed, Feb 16--hard copy of appeal letter is mailed out

Monday, Feb 28--follow-up calls start.

mid-April--6 weeks of drive following the start of calls

Agenda item for next meeting: does anyone read the newsletter now that it's electronic?

REPORTS:

a. Financial Report	Denise Reynolds	(:02)
b. Faculty	Heather Peery	(:02)
c. Parent Council	Melissa Seibold	(:02)
d. Charter Council	Doris Rainville	(:04)
e. Director's Report	Caleb Buckley	(:04)

Caleb reported that 50% of school families would be entitled to subsidized lunch if we offered it--compared to 30% last year. The poverty level is way up.

Caleb expects a mid-year budget cut, because the Gov-elect is signaling that big cuts are coming. Education is half of the state budget, so cuts seem inevitable.

Despite this, the Charter Council has decided to restore salaries, retroactive to the beginning of the 2010-11 school year. The message to get out: the community and the federal government really came through, so salaries can be restored and health savings accounts have been augmented by \$1500.

- Adjournment

Approximately 5:33 pm.

Submitted by Gary Gardner on December 15 2010.