

Saratoga Education Foundation
12 September 2007
Meeting Minutes

This meeting came to order at 8:45 a.m.

ATTENDEES:

Jacki Berlinberg, Marybeth Smails, Donna Page, Sherry Scott, Mary Moriarty, Susan Vukovatz, Lisa Lau, Terrie Creamer, Kristi Petters, Lane Weiss, Jen Fraisl, Katherine Tseng, Liz Guy, Joyce Lauro, Stacy Alexander, Firozeh Vasseghi, Jennifer Pan, Angela Kwan, Beth Kingsley, Cheryl Bailey, Kelly Berryhill, Fang Kao, Naomi Wong, Faithe Liu, Flora Hoffman, Grace Jens, Tacey Tucker, Paige Berardo.

INTRODUCTIONS AND PRESIDENTS REPORT

Each board member introduced himself or herself, noting their position on the board and the ages of their children (this section abbreviated). Angela Kwan, Webmaster, during her introduction, mentioned that a high-level email filter was to be set to minimize SPAM to all board members from the website.

A review of the letters, mailings and events undertaken prior to or during the first week back to school was made, including: First Day Packets, Back to School Night Letters, New Parent Letters, speaking at the events for new parents and Back to School night, and the writing and distribution of The Outlook. Acknowledgement was given to those participating in these efforts.

Being the 25th anniversary of the SEF this year (1982-2007) a celebratory tone was encouraged. Suggestions to promote the anniversary included a spotlight letter, new SEF blurbs, and possibly a new face to website.

This year there are many new faces on the board. Encouragement was given to ensure smooth transitions between those leaving positions and those coming in. Jen reminded the board that part of the role is to advocate SEF wherever we happen to be. Feedback, positive or negative, is essential to staying in touch with those with an interest in the goals of the SEF. Feedback should be given to Jen and Katherine. Finally, both Jen and Katherine inspired the board to be involved and passionate about the SEF. Encouragement was made towards recruiting more volunteers to help.

APPROVAL OF MINUTES

Minutes were circulated electronically prior to the meeting and no objections or changes were made during the meeting.

FINANCIAL REPORT AND APPROVAL OF BUDGET

Stacy presented the budget to the board and noted that the income goal this year is \$1.27M, more aggressive than in the past. She highlighted areas of the budget she considers high-risk; where income from previous years was significantly higher or expenses were significantly lower. For example Business Donors; income is likely to exceed projection.

Kristi Petters noted a concern regarding meeting the objective for gift wrap. Sacred Heart is doing the same gift-wrap fundraiser as SEF. This may reduce our success.

Income from Escrip was down in 06-07 as compared to 05-06. Firozeh noted that those previously enrolled on Escrip were automatically re-renewed. ACTION: Some investigation is needed into Escrip efficacy and Jen Fraisl offered to take that on and update the board at the next meeting.

Expenses are also projected to be higher this year – greater than 5%. SEF values its low run rate, so higher expenses were of concern. Special note was made of the Golf Tournament where expenses are 50% of income, bringing into question the ROI of this event. Liz Guy called into question reducing Jogathon expense from \$5,000.00 (06 Budget) to \$3,500.00 (07 Budget). Kelly Berryhill motioned to increase Jogathon expense to \$5,000.00. A discussion ensued. Joyce Lauro seconded the motion. All were in favor. MOTION PASSED.

It was suggested that credit cards and Paypal usage be reduced somehow as these are sources of expense. Credit cards charge 2% per transaction and Paypal may be higher. A suggestion was made to inform parents that donations via Paypal or credit card incurs an expense, to encourage checks wherever possible. That being said, Kristi Petters reminded the board that credit card transactions are essential to the Phonathon as it is an immediate pledge. Checks run the risk of not being written after a pledge is made.

ACTION: Lisa Lau offered to provide the board with an update on how all these programs work.

It was suggested that a sub-committee be formed to discuss and formulate a fundraising program proposal.

Lisa Lau motioned to approve budget. There was no discussion. Susan Vukovatz seconded the motion. All in favor. MOTION PASSED.

A financial report will be provided next month as August numbers are not a good indicator of where we stand.

SUPERINTENDENT REPORT

Lane Weiss thanked everyone for their help. He and his team are grateful for SEF contributions. The SUSD Board has 6 goals for the year. A handout was provided itemizing and explaining these.

SCHOOL BOARD REPORT

Lane Weiss shared the school board is entering into contract negotiations with Teachers Association regarding salary. He will post negotiations updates ongoing. The Board are also negotiating with classified sectors (eg gardeners etc). The board are undergoing training on what the board should be doing. Goal is to graduate by end of year. For example they are learning protocols to allow board members to know what their role is in talking with the public. This will help their process. Lane reports only 1 vacant position at the start of school.

GIFTWRAP AND DIRECTORY UPDATE

Giftwrap is in full swing. Turn in dates Mon 17th but there's a 2-week window when you can continue to turn in orders. Foothill extended their deadline for 5th graders. Innisbrook links on website for all schools except Argonaut (Grace Jens will follow up). A parent can log on to Innisbrook website to complete their orders. Terrie doesn't have an update for Giftwrap progress at this time. She notes we are committed to Giftwrap for next year but she would like to pull together a team to discuss ongoing years (fundraising sub-committee). Stacy mentioned that people have suggested other fundraisers. Jen suggests a subcommittee to discuss GW and fundraisers in general – talk to her if you want to be involved. Pressure to do giftwrap is high and some parents don't want it because they'd rather write a check. Reminder to communicate to teachers about GW – they sometimes apply pressure to students.

Directory, or Business Card Program, is in its 2nd year of running. Close to 50 participants last year. This year they had Hoped to raise it to 100. Terrie reports there are 37 committed. Unfortunately, there have only been 3 people working on this program which is not enough. Last year each member of the board was asked to bring 2 businesses. Terrie reiterated that challenge. The deadline is within the next two weeks – slightly soft deadline. Names appear alpha (business name) by category. Business name also appears in Outlook (4 directories and in outlook) plus blurb in Saratoga News, and Los Gatos Daily News. And on website with link. Tell Kelly or Terrie if you have a business to refer.

SCHOOL REPORTS

Grace Jens/Argonaut. BTSN went well, she did a slide show, provided a 'year in review', shared with parents what the SEF does. Giftwrap sales underway.

Sherry Scott/Foothill. She's spoken and evangelized to FH parents at all beginning of year activities.

Cheryl Bailey/Saratoga: She's attended all meetings – PTA, new parent coffee, BTSN. She reports that there's excitement at each of these events. She called attention to the Morning Rotary Club event benefiting LGEF. A friend of hers reported that it was sold out, a roaring success, providing a lobster meal. She wanted to suggest it as a fundraising idea. ACTION: Cheryl will investigate and report back next meeting. 25th anniversary tie in possibility.

Beth Kingsley/Redwood. BTSN hasn't occurred yet. Attended PTA meeting.

The meeting adjourned 10:22am.