

Ellensburg School District Education Foundation
Meeting Minutes
5/15/03

The meeting was called to order at 4:30 p.m. in the Morgan staff room by Bob Titus.

Present were: Bob Titus, Paul Jewel, Connie Dunnington, Billie Thornton, Mike McCloskey, Virginia Korte, Dick Wedin, John MacRae, Cassie Hardan, Rebecca Bowers, Gretta Merwin

MINUTES:

The minutes of the March meeting were approved as printed.

TREASURER'S REPORT:

It was announced that Dick Wedin will become assistant treasurer to assist Richard Wachsmith.

We have \$1103 in the General Fund as a result of our Annual Meeting with several other deposits pending.

CORRESPONDENCE:

None

COMMITTEE REPORTS:

Bob announced that he will re-evaluate and reappoint folks to committees as needed.

OLD BUSINESS:

Annual Meeting:

- The group de-briefed about the Annual Meeting
- Disappointment was expressed that the Daily Record wasn't present
- The entertainment was great
- The speaker was excellent
- Dick will make follow-up visits to the parent groups to make contact with those parents who had expressed an interest in joining the board.
- Mike shared that he had sent thank-yous to the appropriate people assisting with the event.

Tile Sales Update:

- John reported that the sales program provided by Kenadar is ready to go.
- One sale has already been made to Byron Thomas at the annual meeting
- Dick has run letterhead for thank you letters and confirmation letters.

Tile Marketing Campaign:

- Paul Jewel has been appointed chair of this group
- Paul presented an extensive marketing plan for the sales of our tiles.
- His suggestions include radio, T.V., direct mailings, brochures in racks of local businesses, sales to civic groups, and sales to friends
- It was suggested that Paul also contact KPQ 102 FM, Wenatchee, and KXAA 97.3 FM, Cle Elum as well as the Yakima Herald to increase marketing.

- It was agreed that we would distribute tile sales brochures to this year's EHS Senior Class, and to reunions which are occurring this year. Bob will adjust the language in the brochure to specifically target these groups.
- Gretta will get mailing labels for the parents of this year's seniors and will check as to the legality of using the District's bulk mailing permit.
- John and Paul will work with the Daily Record to kick-off the campaign highlighting Byron Thomas's purchase and announcing the beginning of the sales.
- Dick will get a sample of the tile to Paul.
- Paul will research civic groups and coordinate with Bob to make speeches with the groups.
- Paul will purchase an ad in the Daily Record's graduation supplement.
- Paul was given a \$250 budget for advertising exclusive of the money needed for mailing.

Golf Ball Drop:

- Billie reported that the sales are going well so far.
- Sound equipment has been ordered for MPAC
- An installer has been contracted for the new equipment.
- Bids for the sound equipment and installation total \$13,513.
- Upon a motion by Dick and a second by John, it was passed to approve the expenditures for the sound equipment for the MPAC.

NEW BUSINESS:

Timing for First Round Funding:

- It was agreed that we will have a late October deadline for submitting proposals.

Alumni List:

- We will begin compiling our alumni list by gathering this year's Senior Class list and this summer's reunion lists
- Mark Morrill is the District contact for reunions.

Website:

- Cassie made the offer to develop a website for the Foundation.
- She doesn't have a host server. Wonders was offered.
- It was suggested that she look at other foundation websites for ideas of what to include.
- Gretta will arrange a meeting with Chuck Wahle to gain access to Wonders
- Virginia volunteered to learn how to develop and maintain the site as well in case Cassie leaves the community.

ANNOUNCEMENTS:

Rebecca announced that Hedda Sharpan seems to be a go for October 22 at the MPAC. She has received several generous donations to assist in offsetting costs already.

The next regular meeting will be Thursday, June 19.

Meeting was adjourned at 5:48 p.m.

Respectfully submitted,

Michael P. McCloskey
Secretary