

# **Ellensburg School District Education Foundation**

Monthly Meeting - Wednesday, February 5, 2014 - 6:45 am - Bar 14 Restaurant

## **Board Member Attendance (PT=part-time):**

<input checked="" type="checkbox"/> Missy Davis	<input checked="" type="checkbox"/> Paul Farris	<input checked="" type="checkbox"/> Deborah Gauck	<input checked="" type="checkbox"/> Mary Gordon
<input checked="" type="checkbox"/> Patti Gylling and Jim (one position)	<input type="checkbox"/> Alice Jaakola	<input type="checkbox"/> Mike McCloskey	
<input type="checkbox"/> Trish Perna	<input checked="" type="checkbox"/> Jeff Slothower	<input type="checkbox"/> Bob Titus	<input type="checkbox"/> Celeste Torset
<input checked="" type="checkbox"/> Richard Wachsmith	<input checked="" type="checkbox"/> Dick Wedin	<input checked="" type="checkbox"/> John MacRae	

## **Guests in Attendance:**

None

## **Call to order - 6:45 by Jeff Slothower**

**February meeting agenda approval:** The presented agenda was approved.

**January minutes approval:** Minutes were distributed via email following the January meeting. Missy moved to accept minutes after changing 'he' to the name of the strategic planning consultant, Mitch Everton. Mike seconded. Minutes approved with the change.

**Superintendent's report - Paul Farris-** Paul said the Strategic Planning process involved 126 people. The community input was far less than he expected, with only about 16 taking part. They may do a 'Thought Stream' online survey to try to get more feedback. They are a software company that is familiar with how to survey the public.

Paul said the Friday night fundraiser was incredible. He also reported that over 200 people attended the county-wide birth to age three event held the next morning.

## **Agenda Items:**

**Treasurer's Report - Richard Wachsmith** – Richard gave each board member a summary of the activity in the past month, with the unrestricted fund balance at \$6,042.00. The restricted funds showed income from the fundraiser, leaving a balance of \$131,639.00. Dick reminded us that 10% of the fundraising income will go into an endowment. The fundraising monies were not yet final.

Dick asked that Richard determine where the Ed Foundation money has gone over the years, or show what it has funded. This could be shared online, in slide shows and in future correspondence.

A motion was made to accept the report, was seconded and passed.

## ***Committee Reports***

- 1) Scholarships** - Mike shared the Unified Scholarship application will be online next week.
- 2) Communications** – Jeff did not have any communication.
- 3) Fundraising – Super Bowl Fundraiser** - Mary reported that the expenses were about \$4,000.00 with Ellensburg Pasta Company being about half, or \$2,000.00. There is still income being received. The numbers are still changing a bit and she will share the final figures when all income and expenses are complete.

Mary said there were 119 paid tickets. About \$6,000.00 was donated, mailed in or from fund-a-need. A contact through John Graf may bring in a donation and match by Microsoft. Deborah asked if Mary was happy with the amount raised. Mary replied she feels our fundraisers have plateaued at around \$10,000.00.

Discussion followed with some general comments: (Contributor's initials, if known)

- There were too many things going on at once (but others disagreed)
- People didn't know who 'won' an auction item so if they had a budget they did not contribute to the fund-a-need because the auction closed afterwards (JS)
- People wanted to buy tickets at the door (several members said people hesitated buying the tickets, then wanted to come and didn't since it was promoted as 'pre-sale') (MM)
- There were no beverages at dinner for those who didn't drink alcohol (EPC sold bottled water but they or Ed Foundation could have provided several cases or an alternative) (MM)
- Fund-a-need needs a 'real item' and not just a money level (MM, PG)
- Adding the 'sit down' dinner changed the dynamics of the event (MD)
- No one did the games while people ate – in years past they did both until slide show (MD)
- The slide show was poorly made and people did not have a clear idea of what the 'Book Mobile' was after watching (Many)
- Project was not as accepted or explained to people ahead of time, and before event. They still asked 'what is this need?' or 'why does our community need a book mobile?' (JM)

We will need the final numbers before reimbursing for the vehicle and will wait to make the numbers public.

We brought in about \$10,900.00 but since we fronted the money for the box van already, some felt we should give even more towards the book mobile. John Graf wants \$5,000.00 more to complete the repairs, shelves and purchase more books. The Lowe's grant notification will be in May, which could be too late for some of the expenses. Discussion about the Ed Foundation continuing to fund further needs for the book mobile followed and will continue next month.

Deb wants to make sure we do post-event publicity for the Book Mobile. She will write an article and provide details to the Daily Record. She will include that we are accepting donations of books and money. Deb will follow-up with John Graf and include any other 'needs' he foresees. We don't have R&R Auto Body's final costs and what is truly needed.

The final numbers for the Book Mobile will be shared next meeting, including the expense of the box van, the fundraiser and the income.

Missy said she received a Jerrol's bookstore \$50 gift card too late for the auction and already had pizza certificates for the winners of the Score Squares game. Paul purchased it for \$60.00.

Deb shared that fundraisers are a lot of work and do not always have an equal return. She asked if we want to continue this event and 'left the question out there.' Jeff agreed it was a fair question and has been discussed before, following the fundraiser and at our annual meeting/retreat. Others said it was a visible and 'fun' way to share what the Ed Foundation does, and more importantly, positive PR for the schools.

(At the end of the meeting Mary shared that we had 125 people RSVP, 120 people show up, including about 20 volunteers. The Pasta Co. served 120 people but charged us for only 110 at \$17.00. They donated ten dinners. *Topic included here as part of 'fundraiser'*).

**4) Associate Groups** – no report.

**5) Mini-Grants** – Jeff had not heard anything from Morgan. Mike said he thought something was still in the works and would ask Sue Hammond.

**6) EHS Art Contest Report** – Mary spoke to Barb Goll once again. Mary recapped that the original plan was to purchase the art used on the EHS planner cover and have it on display in the high school, framed if necessary, with a plaque purchased by Ed Foundation acknowledging the student. Barb suggested using a reproduction (photo, digital printout, etc) and continuing to give a monetary award to the student on the first day during an assembly, when they pick up their planners. Discussion followed as to the intent of the project. One student got \$250.00. The board voted to confirm it was \$100.00 to the student months ago and that allowed for framing and engraving costs. John added we should promote it better so it is not just Barb's Graphic Arts class entering. Even more discussion followed. We will promote it with ALL high school students, including increasing entries to include photography, any type of fine art, digital art or other media. A photo of a sculpture could even enter. Mary will work on getting the digital copies of the two planners enlarged and framed.

**New Business** Jeff brought up the Strategic Plan feedback. Paul said they are working with a consultant firm trying to get anonymous feedback from the public. He says that is critical and since the process used by the district to gather input over 16 different sessions only included about 16 public members it did not meet their needs. Mary added the feedback received from this method was not the best. She said the community people are not experts and should not be expected to write the strategic plan. She thought the previous method, with about 60 people in one room together, was immediate and worked.

Discussion followed about using the strategic planning consultant and his methods. There were pros and cons. The group felt that perhaps coming back with a survey or input and feeding that into another 'big group' would work.

Jeff will follow up with others via email for two items – the grant writing evening with Deb and any suggestions for people who may want to join the Ed Foundation board.

**Next meeting, Wednesday, March 5 - 6:45 am at Bar 14 Restaurant**

The meeting was adjourned at 8:02

Minutes of the monthly meeting submitted by Patti Gylling, Secretary  
2-10-14