

## ***Ellensburg School District Education Foundation***

Annual Retreat - Monday, August 6, 2018 – 5:30 p.m. – Ellensburg Pasta Co.

### **Board Member Attendance:**

Tor Blaisdell  
Amy Cziske  
Deborah Gauck  
Mary Gordon  
Kirk Holmes  
Mike McCloskey  
Lowell Murphree  
Noreen Norfleet  
Brandon Robertson  
Maureen Rust  
Dick Wedin

### **Absent:**

Michelle Cawley  
Jinger Haberer  
Dan Shissler  
Jeff Slothower

**Meeting was called to order at 5:30 p.m. by President Mike McCloskey.**

### **Board Roles**

Mike distributed an itemized task sheet and asked each board member to chair at least one subcommittee, act as liaison for mini-grants, and take on a role for the Superbowl Kickoff.

#### *Chair positions*

Mini Grants: Michelle  
Superbowl Kickoff: Mary  
Communications/PR: Kirk  
Caring Cupboard: Mary  
Scholarships: Mike?  
Mailing List Keeper: Noreen  
Tile Wall: Lowell & Dick  
Parent/Umbrella Group Liaison: Maureen & Tor  
Nominating Committee: Brandon  
Kittitas County Youth Awards: Mike  
Website: Mary  
Bylaws Update/Mission Statement Development: Amy  
Grant Writing: Deb

Tile Wall – Lowell and Dick will research engraving options and make a recommendation on whether to continue the program at the next board meeting.

### **Fiscal**

Dick said he does not need an Assistant Treasurer at this time. He also recommended staying with Bank of the West, due to recent improvements in management personnel. Dick will bring proposed budgets for mini-grants and youth awards to the next meeting.

### **School Board Request**

The school board called in to the retreat to request that the ESDEF act as the fiscal agent for the upcoming bond, i.e. handle all incoming revenue and issue receipts. Mary and Dick noted that due to the ESDEF nonprofit status it is not allowed to handle political monies.

Mary noted that the district needs to appoint a separate committee to act as fiscal agent. Tor offered to act as chair or sit on the committee, as a private citizen and not as a representative of ESDEF.

### **Mini-grants**

The board unanimously agreed the 2017 process was an improvement over past years. Dick noted having assigned board liaisons was beneficial. We will continue to offer one granting cycle per year, and withhold some funding for unexpected requests that come up out of cycle (for instance, attending the Robotics national competition).

### **Superbowl Kickoff**

It was agreed to hold the Superbowl Kickoff fundraiser again in 2019. Next spring the board will consider holding the fundraiser at a different time of year, with a different theme.

Mary circulated a list for members to claim sponsors/auction donors to approach, and a list of responsibilities. She has set a goal of \$20,000 net, and noted that the board needs to do a better job of “telling our story” in a more meaningful and impactful way. Tor offered to tape testimonials. Deb suggested getting more student participation (Grant recipients/ Youth award recipients). Kirk will work on promoting the ESDEF and fundraiser on Facebook. Dick noted that it is inaccurate to say every cent of the fundraiser profits go to mini-grants, as some of the money is used for overhead. Tor suggested speaking in terms of impact statements, not mini-grants. Mary suggested reaching out to inform service clubs. Mike mentioned the successful Heads and Tails event at the Habitat for Humanity fundraiser. He also thanked Mary for her willingness to keep the Superbowl Fundraiser going. Mary will ask Rolf Williams about selling tickets at Jerrol’s.

### **Website**

Mary and Mike reported that the new website is still in its formative stage. Mary is working with the graphic designer to hone the appearance and content. She asked that all board members get their bios in as soon as possible. She will order stationery and brochures using the new logo, omitting board member names.

Image library: Mary asked that all board members send her photographs of ESDEF events to add to the website (2mb or greater, 509.899.0868). Tor recommended adding a new requirement to the mini-grant application – that all projects funded submit five photographs of the resulting project/activity/equipment.

Board pictures: Photographs were taken prior to the retreat. Those absent should contact Mary to coordinate a group photo session with the photographer.

### **Caring Cupboard**

Mary reported 75% of stakeholders are now aware of Caring Cupboard. She will schedule meetings with counselors and principals to remind them of this resource.

### **Fundraising**

The board discussed mailing/emailing out reports at the end of the year to illustrate what the ESDEF has funded. Mary asked everyone to review the handout from Network for Good. Kirk is fired up to create a communications/PR plan for outreach, emphasizing transparency and at-a-glance information about the projects we fund.

## Miscellaneous

Mike encouraged all to volunteer in schools when possible. Other ideas floated regarding branding and securing an identity for the ESDEF board:

- Table at all fall open house events, the Athletics Hall of Fame and the farmers market
- Order a customized tablecloth with new logo
- Order name badges for board members to wear when they are representing ESDEF volunteering in schools, attending meetings, or tabling at events.

## SWOT analysis

<b>STRENGTHS</b> <ul style="list-style-type: none"><li>• Community relationships</li><li>• Common sense</li><li>• Good stewardship</li><li>• Delegation</li><li>• Passion</li><li>• Diverse skills</li><li>• Enthusiasm</li><li>• Transparent</li><li>• Integrity</li><li>• Stability</li><li>• Relationships w/ schools</li><li>• Creativity</li><li>• Signature programs</li><li>• Empathy</li><li>• Well connected</li></ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>• Unknown</li><li>• Busy board</li><li>• No paid person</li><li>• Organize resources (Drop Box/Google doc)</li><li>• Don't know each other</li><li>• Dedicated growth</li></ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>• Appeal to former school board members</li><li>• Outreach</li><li>• Shape our image</li><li>• Tell our story</li><li>• Increase revenue</li><li>• Build target givers outside of schools</li><li>• Better serving families</li><li>• Increase giving ways</li><li>• Grant writing</li><li>• Alumni networking</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>• Competition for \$\$</li><li>• Identity</li><li>• School board transitions</li><li>• Politics</li><li>• Time</li><li>• Burnout</li><li>• Levy cliff</li></ul>

Dick will address senior class party accounting issues at the September meeting.

Meeting adjourned at 8:15 p.m. The next general meeting of the ESDEF is scheduled for Wednesday, September 12 at 6:45 a.m., Palace Café.

Submitted by Maureen Rust, Secretary