

CFEP Board Meeting

August 14, 2014 ~ Minutes

- 1) Meeting called to order at 7:10 pm – in attendance by:
 - President, Harwood
 - Vice President, Gillis
 - CFEP Board Member, Buckner
 - EPMS Board President, Segrove
 - Treasurer, Liao
 - Website Director, Kimmel-Miner
 - Secretary/Communications Liaison, Takahashi
 - Peak Liaison, Williams
 - Donations Coordinator, Bergman
 - CFEP Board Member, Choi
 - CFEP Board Prospect, Sanchez

- 2) CFEP Board Updates:
 - a. Secretary's Review of Minutes - CFEP Elections: New elected CFEP member: Taylor Choi
 - b. Treasurer's Report
 - i) Repeat: Group suggests calendaring strategic pushes, e.g. thermometer signage, letters, website. Attachable circles on reusable sign.
 - ii) Annual Giving request to remain at \$1,000 per student.
 - iii) Wanting to get 100% participation. \$250,000 goal
 - iv) Ending balance as of July 31, 2014: \$297,476.43 (Only items listed during July: Board Retreat expenses. Not much of a change since last meeting.)
 - c. EPMS Board Remarks
 - i) Board Meetings now to begin at 6:30
 - ii) State and Montessori credential programs for potential new hires
 - iii) Discussion on Board Retreat at Concord Hilton, which involved strategic planning, future government training. Shelly and Simon in attendance in addition to board members.
 - iv) Organized 4-5 committees, finance, marketing, policy committee, compensation committee for staff.

- 3) Discussions:
 - a. Fundraising: Williams: Peak focusing on turkey trot - first school to spend \$2000, applied to EPMS. Bergman: Sports Basement - Everyday special 5% for EPMS.
 - b. Local control funding formula, and discussing financial gap.
 - c. Discussion on phasing out class size reduction, salaries for staff, and comparison study regarding raises.

- d. Shelly: Goal to increase funding and donations. Meeting current goal isn't matching real costs to retain goals. Demographics situation in our area isn't helping company grants, sponsorships, donations, etc.
- e. Marketing and PR discussion: The need to involve alumni, parents, students, stating why are different, via strategy and communication. Introducing ourselves and have leverage on seeking help on outside of community. Michelle to be more engaged this year in social and parent volunteers.
- f. Board will write packets on committees.
- g. Grant Writing: Researching and grant writing position is open. Grants writing will help generate additional income needed. Board to approach Michelle to help facilitate role ASAP. Grant Writing is a "specialized" position. Possible training to hand off. Board members of all calibers will reach out to community on finding a good fit. Kris to research future leads on filling this position. EPMS Board Reps. and Gillis to also follow up on leads of their own. For example: Leshner, Longs, etc.
- h. Golden ticket: Taylor gave iPad mini for golden ticket, Mexico trips, Pegasus bikes. Possible draw for golden ticket. Plan to not draw at fall fest – new draw date is at Barnes & Noble Night. PTLG to solicit as a new position to the community.
- i. Friday market: adolescence program students to have a large role in running the market. Policy change: home baked goods: need to be very mindful. May go back to garden grown items. Kris will need successor – PTLG to solicit as new position to the community. Students to possibly bake at school. Halt on homemaker goods. Peanuts are now banned at EPMS.
- j. Annual Giving discussion: Annual Giving request to remain at \$1,000 per student. Gillis has a FAQ for website or handout for orientation night. Montessori asking amount is reasonable in comparison. Discussion on where our annual giving money is going. The need advertise to parents where money is going. Communication plan for tracking participation. Giving vs not percentage discussed. Monitor donor retention as an ongoing project. Newsletter communication. Printing pledges and numbers and why they should be giving. Concerns on highlighting givers and non-givers. What's the incentive. Want to exceed current goal. Need some kind of theoretical goal. Reasons.... Donations benefits. Focus on message and growth. Alumni letters will go out for annual giving. Upper el percentage decline vs lower el. Annual giving.
- k. CFEP Website discussion: Calendar for events – Hava to review. Website to be up and running 9/8. Web Address: cfep.us.org or Communityfoundation.org/test - final version to be presented at Tuesday board meeting. Board members to look up at home and give comments. EPMS site not directly linked yet to CFEP website. Hava to attend meeting to discuss. Info for Paperscript, Kris to investigate. Sports Basement info for Hava - to be investigated by Racheal. Discussion on adding pages to sell EPMS merchandise.... Vendor online? Spencer to see about organizing vendors. Volunteer tracking for hours. Can it be done? EPMS website instead? PTLG... Volunteer highlight? CFEP spotlights names... CFEP spotlight are on website. Needs and goals page: specific special item donations/items /fund in need page? Will need board approval. Board may have restrictions if monetary donations are involved. Domain names.... Purchased communityfoundation.org. & Cfep.us.... Board has

agreed to the "CFEP.us" - Tina to send info to board emails. Website: boards to approve hopefully to launch.

I. MISC. DISCUSSIONS:

- i. Discussed the possibility of EPMS to hold garage sale on blacktop for Spring. 50/50. Semi-approved by CFEP, will discuss in further detail to see how Board and PTLG are positioned.
- ii. Adolescent program on micro businesses.
- iii. Orientation night: CFEP to have a presence. Handouts, format not confirmed yet as of this date. Possible presentation all in attendance.
- iv. Photo for website taken of CFEP board.
- v. Upper el social nights needed. Hybrid information nights. PTLG will reply.
- vi. New meeting dates: 2nd Monday of every month –

4) Next CFEP Meeting: 7:00pm on Monday September 8th, 2014.