

## CFEP Board Meeting

November 3rd, 2014 ~ Minutes

1) Meeting called to order at 7:10 pm – in attendance by:

President, Harwood  
Treasurer, Laio  
Website Director, Kimmel-Miner  
Secretary/Communications, Takahashi  
Donations Coordinator, Bergman  
CFEP Member/Peak Rep., Williams  
CFEP Member, Buckner  
CFEP Member, Choi  
CFEP Member/Prospect, Farrow  
CFEP Member/Prospect, Agnew

2) **Board Updates:**

a. **Secretary's Review of Minutes - Approved**

b. **Treasurer's Report:**

- Report on annual giving installments, reminders have gone out.
- Tax return is public record and can be used for statistical information for pie chart. Treasurer, Laio to look over information for website.
- Charter school board retreat cost: \$6444.87, information was useful for strategic planning.
- Upper el Fieldtrip payments being received and unsure what it is referred to. Treasurer, Laio to look into what these payments are for exactly.
- Help in getting better rates- Member, Choi looked into rates: Allied .9% mechanics bank very low. Looking into CD's. Allocate? Needs to go to board to get voted upon.

c. **EPMS Board Remarks:**

- Jason Agnew, CFEP Prospect- comes with many ideas and strategic fundraising ideas.
- Lots of energy and excitement from adolescent program as the students gave a Power Point presentation. Very informative and passionate. Focusing on UN awareness, microbusinesses to raise money for trips etc.
- Member/Prospect, Mike Farrow's wife has offered consultant services for visual business/marketing.
- EPMS Board 'Mixer' was a few weeks ago and went well. EPMS Board Member, Segrove will return for January meeting. Board attending charter conference.
- Member/Prospect, Agnew to EPMS/CFEP Board: Idea to donate 15% to go back to school within his business and want to network with others to do the same all before 2015. A promissory agreement within the deal will be drawn up. Percentages can vary. A website page for the network needs to be started. Member/Prospect, Agnew

to update Member, Kimmel-Miner to get a new page started upon board approval. No money upfront and businesses on referral basis. Member/Prospect, Agnew to be lead. A Friday folder blurb will go out upon Board approval. Jason Agnew contact information: [jasonagnew@gmail.com](mailto:jasonagnew@gmail.com). Business promotion opportunities will be one of many incentives.

**3) Discussions:**

**a. Annual Giving:**

- Just over 60% in annual giving. Thermometer is in place from VP, Gillis. Board Member, Younger to send out the EPMS Alumni Parent A.G. letters.

**b. Website Update:**

- Meeting being held at Pasta Pomodoro for Dine and Donate date on Thursday. Member, Kimmel-Miner requesting emailed PDF with exact format for website ads, promotions, links and info and new page information as courtesy for time saving and accuracy.

**c. Communication:**

- Renewed insurance for board. There are new additions within insurance blanket. Please be mindful about what you say and do as being part of our boards. We are covered all across the board. New: Cyber Coverage as misrepresentation. CFEP will need to be more proactive with the Facebook advertising and information necessary.
- Member, Kimmel-Miner: Ad campaign for 100% CFEP AG Campaign, CFEP should have presence at all events to promote fundraisers. Need to heighten awareness of CFEP and its fundraisers. Banner discussion: Would like to see CFEP occupy a table at most all upcoming EPMS events, be visible and include the whole community. Member, Williams: Think it is a good idea to promote brand and how do we do it: T-shirt/hat sales? Discussion to continue throughout the next month and brought to the board for discussion and approval.

**d. Peak:**

- Member, Williams: Turkey Trot is a big event. Banner is up. Need a large turnout. Cost is in \$33 per person, per Member, Williams. Kimmel-Miner will update CFEP website to advertise/promote the Turkey Trot event.

**e. Volunteers:**

- Grant writers, researchers and coordinators.
- Member/Prospect, Mike: Explore hiring a paid consultant? May be worth exploring and fully discussing. This position is a specialty position. Member, Buckner to investigate.

**f. Golden Ticket:** Esperanza Ming-Ming is handling the details and is up to date on steps necessary to move forward with this event. Tickets will be in Friday folder this week. Member, Kimmel-Miner requesting website info for Golden Ticket.

- Winners of Golden Ticket do not have to be present to win.

g. **Auction:**

- Date is set for Saturday, April 25<sup>th</sup>, 2015.
- Jenn Mecham and Diana L. met with auctioneer “Donny” to sign paid contract.
- No venue has been chosen yet. 2015 Auction Chairs are on track per President, Harwood.
- Next auction meeting date unknown and no volunteers are needed at this time from PTLG/CFEP.

h. **Barnes and Noble:**

- CFEP members to volunteer and sign up for days of event. Signup sheet has been passed around - 7<sup>th</sup> and 8<sup>th</sup> of December
- 6:15 on Monday, December 8<sup>th</sup>- Principal, Michelle reading- then ticket pull to follow.
- Winners of ticket pull do not have to be present to win.
- PTLG Secretary, Eme Tatsumi is possibly shadowing VP, Gillis for next year’s B&N event. VP, Gillis to confirm. Lead Volunteer for this event **MUST** be able to be present all days. It is a possibility to share this position.
- All B&N event books/supplies will be shipped and a “thank you” connection from parents to teachers as parents purchase for teachers.

i. **CFEP Sidewalk Sale:** Member, Takahashi to work up proposal for EPMS Board for approval by December. CFEP has already approved.

4) **Next CFEP Meeting:** Monday, January 12th at 7pm... No December meeting . Barnes and Noble. Adjourned at 8:55pm