

CFEP Board Meeting

April 13, 2015 ~ Minutes

Meeting called to order at 7:10 pm – in attendance by Directors Harwood, Gillis, Liao, Takahashi, Segrove, Williams, Rose Preciado, and CFEP Auction Co-Chair Diana Lauritsen and Jenn Mecham

1) Board Updates:

- a. Secretary's Review of Minutes - Approved
- b. Treasurer's Report:
 - Annual Giving: No change since last update. Currently at a stand-still.
- c. EPMS Board Remarks:
 - State-of-the-School meetings will be held this Tuesday and Saturday
 - New competitive salary structure approved for teaching staff
 - Marketing Committee working to support capital campaign & refresh EPMS website
 - Special Board meeting held regarding proposed Northgate school district. There is no staff in place to discuss any questions. Until district is established, our only choice is to remain as part of MDUSD. Timing is an issue. Soonest implementation would be 2017-2018. There are three ways to pass: Board of Education, ballot signatures, or approval by City Council. If passed, Eagle Peak's use of site is at risk.
 - Board member applications are available for open spots. Re-elections are accepted.

2) Discussions:

- a. Annual Giving efforts to be redirected to Auction participation
- b. Memory Book advance sales at \$25.00; sell at Picnic and next year increase to \$35 to cover costs
- c. Staff Appreciation income listed at \$1,750 on balance sheet; \$720 held over to supplement donations for year-end bonuses
- d. Website Update:
 - Hava not in attendance to discuss updates
 - Website add: Community Network idea. Need to market more. Rose is interested in pledging.
- e. Communication:
 - State-of-the-School will be held Tuesday following PTLG.
- f. CFEP MOU:
 - On Board agenda for review. We have MOU with the Board, attachment emailed to all CFEP and Board members.

g. **Auction:**

- Final push, ticket sales and donations on point.
- Adding cocktails.... Raffle tickets to buffer cocktail fund at \$20. No-host bar available to anyone who requests to open a tab, but 3 wine/beer tickets are included with admission. Tabs can be opened, but only on the patron's credit card.
- Menu to be sent to Kris only for copy purposes.
- \$75 at door
- Banner placed outside for walking patrons
- \$12,000 cost not including auctioneer
- Email blast for expectations this week
- Ticket to be given away at Stargazing
- 105 tickets sold so far
- Not a lot a response for sign-waving during pickup
- Selling tickets at Friday Market on iPad
- Will be present at Lottery to push ticket sales
- Food payment in check form
- Staff to serve... gratuity included
- Restaurant closure normally valued at \$24,000. This has been cut in half for us.
- Theme discussion: uplifting and inspiring. Personal stories etc.
- Michelle the only person to see web clicks
- Online auction has gone slow
- Connecting Auction with EPMS community, suggest ways money might be allocated; emphasize need for continued support.

h. Community Network for "giving back"

i. PEAK's annual check distribution: Spencer Williams to attend.

j. Miscellaneous: Rose Preciado offered to assist with event coordination and marketing

k. Survey: separate survey but in same envelope and via Survey Monkey. Ultimately the survey feedback is important.

l. Event calendaring to be drafted for next year and presented to Board for approval. More events have seen dropoff this year. Keep annual AP dinner. Possible crab feed as AP event in 2015-16 per Rose. Per Nash: kids should be informed to help generate enthusiasm.

m. Two-year calendar discussed. Auction every other year discussed. Challenging to continue nine month cycle. Pondering other fundraising ideas.

4) **Next CFEP Meeting:** Monday, May 11th at 7pm.