

CFEP Board Meeting

May 11, 2015 ~ Minutes

- 1) Meeting called to order at 7:05 pm – in attendance by Directors Gillis, Harwood, Liao, Segrove, Takahashi, Williams, and EPMS Vice President Younger, Michelle Hammons, Rose & Nick Preciado, Christie Elwood.

- 2) Board Updates:
 - a. **Secretary's Review of Minutes - Approved**
 - b. **Treasurer's Report:**
 - Teacher Trips down in attendance, possibly too many added trips. Consolidation suggested.
 - Auction income: as reported; transactions still being processed.
 - c. **EPMS Board Remarks:**
 - State-of-school meetings were low in attendance but good discussion and engagement.
 - Board "Retreat" coming up, a full Saturday.
 - EPMS alumni student Eagle Scout will be constructing seating area for front of school.
 - Website being reviewed/remodeled and looks great so far.
 - T-shirts/hoodies with new logo will likely be available in black, white, or royal blue.
 - Year-end cash gifts to teachers should be reviewed for compliance/regulations. Need EPMS Board approval and should be tracked with care. Gift cards may be more appropriate.

- 3) Discussions:
 - a. **Auction recap:**
 - Very nice, atmosphere appreciated.
 - Speakers, sound system, stage? Lack of.
 - Suggest starting live auction earlier, but people seemed to be enjoying themselves.
 - Credit card pre-authorization were not swiped or processed that night.
 - Baskets vs. no visuals: differing opinions
 - Preciado's friend Patricia, Jack & Jill Foundation, connection to procure Diablo Country Club, suggested Sunday afternoon or Friday night for better pricing.
 - Items outside did sell but could have been better if they were visible inside.
 - Include kids? Alcohol may be a liability and it is an evening for parents and teachers.
 - Per Dir. Younger, greater excitement being downtown and a lot of folks dressed up.
 - Catalog? Absence of catalog issuance prior to event may have affected bidding.
 - Per Elwood, BFG has taken its place and can be used to generate catalogs. Can also do a projected presentation to be more green. Per Ms. Hammons, hard copies are important.

- Smartphone app Technology
- Online auction closed at around 10k.
- 20-30 items were not bid on online, to place question on survey
- Net income will be lower this year. Numbers are not finalized, but revenue comparable to last year and expenses were higher.
- Attendance was down to 105. Ticket price jump may have been too steep. Dir. Williams suggests ticket sales to be offered at back-to-school All-In-One registration.
- Per Gillis, invite sponsors and corporate business partners to donate or attend as guests.
- Attend Chamber bashes and invite fellow Chamber members.
- Year-round ticket sales, per Dir. Liao, would be difficult to track. Back-to-school and pre-event sales period at maximum.
- Next time: Auction Item Preview Event!
- Grandparent discount or "Family Pack" (4 tickets for price of 3?)
- \$50 tickets. No tiered pricing except \$70 at door.
- List only CFEP site w/ link to buy tickets. Others make it confusing.
- Consideration moving forward: is Bidding for Good a worthwhile investment?

b. **Website Update:**

- Currently updated; Dir. Kimmel-Miner to continue managing
- Community Network tab on website to support business of those who participate
- Volunteers need to share access with Board President and protocols established for administrators. E.g., ensure all are fingerprinted?

c. **CFEP Survey:**

For review and comment. Will go out with EPMS Board Survey (Monkey) & hard copy.

d. **Facebook** page provided by Gundi Younger. CFEP to discontinue Facebook page and defer to EPMS page. Auction has its own Facebook page as well.

e. **Fundraising events for 2015-16 :**

- Recap of 2014-15 activities posted on board. Fresh ideas welcome; events without coordinators will discontinue organically and regenerate when a group of parents feel strongly enough to bring it back.
- Crab feed, per Preciado- AP dinner event? Students would be planning the event, Preciado to serve as consultant. Goal to sell 300 tickets. Rose to consult with Denise and Annie.

f. **PEAK:** Director Williams delivered a \$2065.42 check received from PEAK. As city development continues, PEAK will grow with corporate stakeholders.

4) **Next CFEP Meeting:** Monday, June 8, at 7pm.