**Winters Education Foundation Meeting Minutes**

Wednesday March 23, 2016

Winters Public Library

Meeting Called to Order 6:11

**Meeting of the Board**

**Minutes**

Welcome Guests: None

Establish Quorum: Kurt Balasek, Erin Reynoso, Dan Maguire, Don Palm, Mary Jo Rodolfa

Approval of the Agenda: Don moves. Mary Jo second – approved unanimously

Public Comment: None

**Consent Agenda:**

Approval of February 24, 2016 meeting minutes (attached). Minutes to be amended to correct the spelling of Rodolfa. Dan moves to approve, Mary Jo seconds. Amended minutes approved unanimously.

Communications & Treasurer’s Reports:

1. Treasurer’s Report (Erin)

WEF Checking $4168.43

WEF Savings $4,300.77

Combined Balance $8,469.20

2. Yocha De He Grant balance $10,524.84

Kurt contacted John Barsotti regarding balance. Was told there would be a plan by the end of the year. If there is no plan for the remaining balance at that time the WEF board will re-visit how to allocate the remainder of the grant funds.

3. Bills – Erin paid the following two bills. Kurt will get a second signature on a check to reimburse her for her payments. The bills paid are as follows:

Post Office - $109

Fed Ex - $26.09

Total to be reimbursed to Erin - $135.09

Report of Committees

1. Add-a-Dollar (bucket assignments) Erin assigned buckets as follows:
   1. Ace Hardware and Eagle Drug – Erin
   2. Pizza Factory and Steady Eddie’s – Don
   3. Dollar General and Round Table – Kurt
   4. Burger King/AM-PM and Lester Farms Bakery – Mary Jo
   5. Lorenzo’s Market and Berryessa Liquors – Dan
   6. Taco Bell and True Value – Andrew
   7. Library – Jill

ACE and Lorenzo’s Market will be asked to continue to allow donations to be made by adding to the purchase price at the register. Kurt will amend the Add – a – Dollar flyer to reflect that customers can add to their purchase price at some local businesses. He will also write a letter to the editor to be published in the Winters Express to publicize the campaign. Erin distributed flyers for participating businesses to place in their store windows she also reported that she attended the Chamber of Commerce meeting to publicize the campaign. Dan spoke with Roy Jones of the VFW and reported that they will pull the Holden Philbrook donation canisters for the month of April so as to not conflict with our campaign.

2. Website/Facebook update/traffic – Mary Jo will add the approved February 24, 2016 minutes and the Add-A-Dollar campaign to the website. She still needs a bio from Andrew.

3. Big Day of Giving – Kurt reported that he signed WEF up to receive information. WEF will not be part of this year’s campaign but will be a participant next year.

4. “Hall of Fame” Fact Finding Committee – Don and Mary Jo met on March 8, 2016 to discuss the preliminary things that need to be considered for a large fundraiser. Andrew was unable to attend the meeting. The notes from the scoping meeting are attached. The notes were distributed to the board members and briefly reviewed. The board will review the notes further and discuss next steps at the April 27, 2016 board meeting. Kurt will forward the scoping notes to Superintendent Todd Cutler for his input.

Chamber of Commerce Meeting Discussion – Erin reported that no ideas came back from the meeting.

Technology steering committee (brief discussion) – Kurt reported that the district has done a lot of work on a sustainable plan involving technology training, repair and replacement. Kurt has served as an interested parent to review the documents.

Student Photos (suggested item from last time) – Kurt will check with Jill regarding the district policy on student photos.

Old Business: Reviewed action Items from last meeting.

Suggested items for next Agenda: Hall of Fame Event Next Steps/Planning

Actions:

* Board members are to distribute their canisters
* Kurt to revise Add-A-Dollar press release
* Kurt to look into Amazon Smile, Microsoft and United Way charities and report back
* Kurt to email Jill regarding district student photo policy
* Kurt will forward Hall of Fame scoping notes to Superintendent Cutler
* Mary Jo to update website with February minutes and Add-A-Dollar campaign

Next meeting April 27, 2016 6:00 Library

Adjourn at 7:07. Dan moves, Don seconds. Approved unanimously.

* Winters Education Foundation
* Hall of Fame Scoping Meeting
* March 8, 2016
* Don Palm, Mary Jo Rodolfa
* Goals and Objectives of the Event – Honor outstanding past and present students and staff, possibly community members that have had a significant impact on the District. Serve as a fundraiser for WEF and increase WEF’s visibility in the community.
* Type of Event – Outdoor, hay bale family event, with music – Keith Cary might be a useful contact for performers – Informal.
* Location of Event – Berryessa Brewing Company, The Farm on Putah Creek, Russ Lester – Dixon Ridge Farms, Wolfskill Ranch, Pickerel’s Place on Putah Creek, CAFF Ranch, Barnyard Theatre, Baker’s place, Winters Opera House, Rotary Park, Community Center Amphitheater – Rotary Park would lend visibility to the event and there is power at the gazebo which provides a stage like area. The CC Amphitheater would allow access to the BBQ area, CC kitchen and restrooms and interior area to set up a silent auction. The amphitheater stage has power.
* Date and Time of Event – There is not enough time to pull off a large event this year, perhaps a teaser event this year. Possibly harvest time (mid-September to mid-October) or Fourth of July – we need to consider weather, in conjunction with or avoiding other events and if we want to do it when school is in session. If school is in session we may be able to use student resources (i.e. program design and publication) that would not be available in the summer.
  + Coordinate with School Calendar
  + Coordinate with Community Calendar - Chamber
  + Other Considerations (i.e. weather, family or adult oriented event)
* Composition of Event Committee – Co-chairs so one person does not shoulder everything. Both Andrew and Erin have done research on this type of event and it is hoped they would be willing to take it on. It is also hoped that Dan Maguire would serve on the committee as a liaison to the City, Chamber and Rotary. Don will also serve as a committee member. There should also be at least one person from the school district on the committee.
  + Commits to Event Details
  + Establishes Master Plan and Timeline for Event
  + Partnerships with Others – Determines the extent of the school district’s role and the role or type of partnership if any with other groups – i.e. PTA, Music Boosters, Athletic Boosters, individual classes –
    - Splitting the take or letting other school organizations run bar or food concession – consider appropriateness of a bar
    - Hiring group(s) to help with set-up and take down
  + Establishes Sub-Committees – Solicits the community and supporters of WEF to serve on short term event sub-committees to help WEF build community recognition, support and develop future board members and save on burn-out of the current board taking on a large event.
    - Honoree Selection – District driven with WEF representation
      * Nomination method
      * Selection method
      * Recognition - Awards, Certificates, etc.
    - Publicity –
      * Possible use of student artwork, program design,
      * Social media, print media, radio and television, Chamber table tri-folds
      * Branding the event
  + Budget
    - Cost Estimates
    - Sponsorship Estimates
      * Business
      * Individual
      * In-kind contributions
    - Ticket Sales/Reservations – what method(s)
      * Online
      * Physical ticket sale locations
      * Tickets sold by individuals
  + Insurance = rider from the school district.
  + Carries out Post Event Activities
    - Thank you notes
    - Thorough Evaluation of Event
* Other - find out about White House film competition, robotics competition in case we want to incorporate them into the event.

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