



Terra Nova Education Foundation

Elevating Academic Excellence & Achievement

MINUTES

August 9th, 2018

The meeting was called to order by Petra Schumann at 7:06 pm.

In attendance: Megan Carey, Petra Schumann, Chris Zimdars Rachel Causeruccio, Chris Dunhill, Sheila Ornelas, Rita Sargent, Nicole Copeland, Mary McArdle, Tracey Berliner, Sharon Pelleriti, Lori Trayler, Beth Boldt, Jen Uter, Lynn Anderson, Ishie Chan, Stacy Contakos, Jason Selli, Andy Lie, Rosie Tejada

Approval of Minutes

The minutes were emailed to the board from the July 12, 2018, meeting and approved.

- 1) **Welcome** - Introduction of our special guests JUHSD President Andy Lie and Board Member Rosie Tejada

- 2) **Committee Reports**
 - a) **TNEF Dinner Fundraiser** – Rachel C. provided a summary of the meeting and research to date. It was recommended that due to the price of holding a dinner we could also look into drinks and appetizers.
 - i) Potential Dates: Hold the event in the winter, possibly in January
 - ii) Potential venues: Rachel will look outside of Pacifica due limited space and cost
 - iii) Suggested ticket price range of \$50-75 per ticket

 - b) **Business Outreach** – Rita S & Petra S
 - i) Team met to create an outreach packet containing information regarding the foundation to present and leave behind at businesses. Also working on a strategy to approach businesses.
 - ii) Pursue a meeting and agenda with the Pacifica Chamber of Commerce and attend the Real Estate Realtor monthly meeting

 - c) **Alumni Outreach – New sub-committee** – needs chairperson(s)
 - i) Mary M is looking into providing our info packet (to be created) to the classes of 78 and 81
 - ii) 2 new teachers are TN alumni. Ms. Carey will see if they are interested in helping

 - d) **New Fall Fundraising Campaign** – All
 - i) Discussed a “direct ask” in the fall, a “Founders Gala” in the winter, and another fundraiser in the spring. Beth Boldt agreed to chair the fall initiative
 - ii) Ideas for fundraising were solicited: One and done donation; add slides to Ms. Carey’s Back to School night slide deck, host table or hand out TNEF info at the door
 - iii) Call Center – Chris D – Call Center is set for 8/22 at the Dunhill’s home 7:00 – 9:00. Chris will create a script and a text template with link to donate.

- 3) **General Updates - All:**
 - a) Lynn A, PTO President offered to work with us to ensure we are not soliciting funds at the same time. PTO funds are focused on teacher mini-grants and teacher appreciation

 - b) JUHSD President Andy Lie and Board Member Rosie Tejada provide an update on the Faculty and Staff Housing Project, Measure J, recently approved in the June election. The plan is to provide 100 – 120 housing units, breaking ground in 2020. JUHSD is the first district in the State of California to pass such a measure. Andy & Rosie also provided feedback and ideas to the foundation members.

4) **Action Items/To-do:**

- a) Send update on initial fundraiser "Success" email (school wide) – Chris D and Ms. Carey
 - i) Initial fundraiser officially ends 8/15/2018
 - ii) Chris will draft 1) "success" email to be sent school wide by Ms. Carey and 2) a short update to be added to the weekly update from the school.
- b) 2018 College and Academic Achievement sheet – Chris D drafted with Ms. Carey's input, is it ready for use?
- c) 2018-2019 Communications plan – Chris D and Rachel C. need to review our data base and TN media resources

5) **Next Meeting**

Thursday, September 13th, 7-8PM, Terra Nova Library (*the 2nd Thursday of every month*)