



MINUTES

September 13th, 2018

The meeting was called to order by Petra Schumann at 7:10 pm.

In attendance: Petra Schumann, Chris Zimdars Rachel Cauteruccio, Patty Dunhill, Sheila Ornelas, Rita Sargent, Nicole Copeland, Sharon Pelleriti, Lori Traylor, Beth Boldt, Jen Uter, Andy Lie, Darla Nicholson, Diane Spasic, Julie Arnaudo, Lisa Byrne

Approval of Minutes

The minutes were emailed to the board from the August 9, 2018, meeting and approved.

1) **TN College & Career Services Update**– Diane Spasic shared numerous activities in the center including a list of college visits to TN, a list of colleges she has contacted to visit, updated materials, assisting with college applications and researching colleges, new posters and college pennants, providing work permits, Outdoor Ed applications, ACT & SAT schedules, assisting the counseling dept. with parent workshops and more. A list of college visits to the TN campus is on the school website.

2) **Marketing Update** – Patty Z D.

- i) Call Center Update – 5 Callers raised \$2600 in one night!
- ii) Student Engagement Update – Chris to attend teacher meeting 9/19. Met with Mr. Escalante in Leadership to coordinate assistance from this group of students.

3) Committee Reports

a) **TNEF Dinner Fundraiser** – “Founders Gala” - Rachel C. provided details on holding our dinner fundraiser at La Costanera. The cost is likely too high, we will continue to look for a venue. Petra confirmed PEF dinner is 1/26, we are planning to hold the TNEF dinner 1/19/19 (MLK weekend, no school 1/21).

b) **Business Outreach** – Julie A & Rita S

- i) Business sponsor packet – The packet was shared during the board meeting held prior to the main meeting. There were a few minor edits but the packet was well received and was approved by the board. Julie & Rita will share the final version.
- ii) Team created a Contact spreadsheet to track visits and follow up.
- iii) Chamber of Commerce –
 - (1) Collaboration– Julie met with Chamber President Darlene Gonzales. They can provide opportunities to fundraise and we can provide the manpower and share profits.
 - (2) Christmas tree lighting in Rockaway, Dec, 2nd – 3000 people attended last year. We can have a table for crafts and our donation box.
- iv) Board approved up to \$300 in ads in the Terra Nova Times that publicize TNEF and list our sponsors.
- v) Rita & Julie would like to design TNEF t-shirts and hats - approved

c) **Fundraising Strategy** – Beth B

- i) Beth proposed that we develop three defined campaigns each year. Each campaign would have a different donor target, set of goals for fundraising amounts, and unique fundraising events associated with them. This would prevent donor and volunteer fatigue, keep the accomplishments of TNEF in the forefront of the Terra Nova Community and create a template on which to create and organize going forward.
- ii) The board reviewed Beth’s proposal below and voted yes to approve the plan.
- iii) Below is the fundraising schedule:

| | Funding Goal | Target | Fundraising Events |
|--------|--------------|---|--|
| Fall | \$10,000 | Terra Nova Community (Rotary, businesses, Alumni) | Physically going to businesses for donations. Speaking to local philanthropic organizations Targeting alumni through social media and reunions. Selling tickets to the community to the Winter Dinner |
| Winter | \$5,000 | Big Ticket Donors | Dinner |
| Spring | \$10,000 | Parents | Phone drive Collections in front of the school Social media |

d) **8th Grade Transition Team Update** – Sheila O.

- i) Attending High School Fair on 10/4 – Patty & Sheila
- ii) Introduction Folders – Ms. Christensen and Ms. Morrow are updating post feedback meeting with Sharon P and Sheila
- iii) PSD contact made – Kari T will ask them to add TN and JUHSD fliers to their weekly updates.

4) **General Updates:**

- a) Board approved purchasing liability and D&O insurance for TNEF
- b) JUHSD President Andy Lie shared the board had a demographic study done with projections for the schools. There is also a meeting planned with the Daly City Counsel to move forward on the faculty and staff housing project. Andy shared that Skyline College will continue their Promise Scholarships with tuition and books free for freshman. Students must finish in 2 years, estimated cost savings \$1,900 a year.
- c) Julie shared that Steph McMichael from PEF has reached out to us to see if we would like have a complementary booth at the upcoming PEFathon on October 28th. Free table, no soliciting but an opportunity to get the word out on the foundation. *No final decision was made, we would need volunteers.*
- d) Sending “Thank you” emails for donations – Jen Uter volunteered to take on this role.
- e) Alumni Outreach – New sub-committee – needs chairperson(s) – *Part of the fall fundraising strategy, urgent need to fill this position.*
- f) Julie suggested a golf tournament at Sharp Park Golf Course, possibly for alumni.

5) **Next Meeting** - Thursday, October 11th, 7-8PM, TN Library (*2nd Thursday of the month*)