



MINUTES

Location: Terra Nova High School Library
February 13th, 2019

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

In attendance: Megan Carey, Petra Schumann, Rachel Cauteruccio, Sheila Ornelas, Julie Arnaudo, Lori Trayler, Jennifer Uter, Diane Spasic, Chris Zimdars, Mary McArdle, Lynn Anderson

Approval of Minutes

The minutes were emailed to the board from the January 10, 2019, meeting and approved.

1) Committee Reports

- a) **Eat Drink & Give:** dinner fundraiser Friday January 18th – Rachel C.
 - i) Approximately 120 attendees. Raised approx. \$8,400 net.
 - ii) Board of Directors held “lessons learned” meeting 2/13/19 to improve the dinner for next year
- b) **Treasurer’s Report** – Chris Z reported that TNEF has raised \$26K from the beginning of the foundation in Q4 2017 to January 2019.
- c) **Business Outreach:** Julie A & Rita S
 - i) Rotary Club on 2/12: Petra and Julie attended and shared a presentation, asking for funding for Chrome books and a cart. They are unsure of how this group provides funding, it may be a donation of time vs. monetary.
 - ii) Presenting to the Lions Club the first week of March.
 - iii) San Mateo Realtor Meeting – Julie is trying to get an appointment.
- d) **Alumni Outreach:**
 - i) Julie will set up meeting with Cabrillo teacher and TN alum Diane Stillman. Sheila offered to attend as well.
 - ii) Mary M. will work with Chris Z to grant access to the TNEF FB page to allow for sharing and advertising with TN Alumni groups. Will need an ad or marketing presentation.

2) Fundraising: Spring 2019

a) Timing of Fundraising and Allocations

	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

3) Spring Fundraiser: Parent/Guardian Outreach:

- a) Group discussed a week-long event including ads, emails, robo calls and a designated donation day, in addition to the phone drive, collections in front of the school and social media postings.
- b)** When is the PEF funding drive? We would like to have ours in April.
 - i) Found out later that the PEF Donation Week is April 29 - May 3. TNEF does not want to conflict with PEF's dates.

- 4) **SAT Prep at Terra Nova:** Chris Z reached out to Kaplan and provided an update to the attendees. There is a desire to host Kaplan prep at TN. Chris will work with Ms. Diane Spasic and Ms. Carey on the details. TNEF would like to sponsor a pre-determined number of students who qualify, proposal was to fund 5 students. All attendees at the meeting voted yes on this proposal.

- 5) **TNEF Ad Thanking Donors:** Petra suggested doing a campaign asking realtors to donate in exchange for recognition in an ad in the local paper. Chris Z offered to create ad but noted they are expensive.