



# Terra Nova Education Foundation

Elevating Academic Excellence & Achievement

## MINUTES

### Terra Nova Education Foundation Meeting Minutes

May 10, 2018

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

#### In attendance

Rachel Cauteruccio, Julie Arnaudo, Rita Sargent, Sheila Ornelas, Petra Schumann, Chris Zimdars, Nicole & Chris Copeland, Ralph Crame, Mary McArdle, Lori Trayler, Sharon Pelleriti, Diane Spasic, Jennifer Uter, Patty Dunhill

#### Approval of Minutes

The minutes were emailed to the board from the April 19, 2018, meeting and approved.

#### Note: Action items requiring follow up in green

#### 1. Kick-off Fundraising Campaign: Raise \$10,000 by August 17

- a. Results to date – Chris Z reported we have \$2450 as of 5/10/18 and that PayPal is ready to accept donations. PayPal is charging us 2.9% per transaction (plus small per transaction fixed amount) which will move to 2.1% when non-profit status is approved. Facebook Donations has been suggested as an additional processing tool, but FB charges more than 3X the PayPal rates. Sheila noted the Tax ID paperwork was mailed to the State and should be ready soon.
- b. The Plan for May 16 – Patty D previewed the TNEF posters, yard signs & bumper stickers. Banner should be in soon.
- c. Email campaign –Rachel C was trained to update, filter and send emails to individuals who have registered on the TNEF Website.
- d. Text feature – Chris D. *Need to send out reminders for monthly meeting*
- e. Phone bank – *At Dunhill home – date TBA.*
- f. Social media – Chris Z. set up Instagram for TNEF
- g. Donation acknowledgements & Thank you's – Ongoing and being sent by Diane Spasic
- h. Outreach to businesses – *Julie Arnaudo to lead outreach with help from Rita Sargent & Petra. Need strategy and plan for outreach (matching donations, social media advertising, etc.). This sub-committee needs more volunteers.*
- i. Outreach to groups: Alumni, sports teams, other? Jen Uter's husband Nate is Booster President, we will coordinate with Nate and Jen.
- j. Publicity/press – *School newspaper to interview Petra & Ralph*
- k. Upcoming events for publicity –*Patty, Diane S., Mary & Sheila willing to work TN Car Show 5/19. Ms.Carey to put Mr. Spinetti in contact with Patty.*
- l. Summer activities leading up to start of school – *Sharon P. noted we could possibly sell food on the 4<sup>th</sup> of July at Frontierland Park, it was a great fundraiser for her soccer team. Nicole Copeland will look into getting a permit from Pacifica Parks, Beaches, and Recreation.*

#### 2. What will we fund?

- a. Report on TN College & Career Center wish list – Petra met with Vice Principal Kevin Asbra. Mr. Asbra will work closely with TNEF and provided a list of items that the TNEF could fund:
  - 1) Technology for the College and Career Center (in the attempt to get more students utilizing the space)
  - 2) College field trips/tours
  - 3) Additional college/career workshops for parents and students (i.e. Paying for College)
  - 4) Guest speakers or collaboration with an outside agency to support college/career development
  - 5) Additional funding for college/career fairs

6) Marketing materials to post around campus and in classrooms to support college going culture (from the counselors)

### 3. Updates

- a. Teacher meeting on 5/9/17 – Petra reported that the TNEF update was well received and we had many offers of help and assistance.
- b. 8th Grade Transition Team – (Patty D, Kari T, Beth B, Sheila O, Mary M) – Patty and Sheila met with Ms. Carey and have a list of upcoming opportunities. **This sub-committee is set to meet May 23rd.**
- c. Bank Account – **Chris Z. noted that Heather Campagna from PTO is helping us with PayPal approval, which is still in progress.**

### 4. Planning for the Fall: TNEF Dinner/Auction Fundraiser – Sheila

- a. Solicit leader or co-leaders for the dinner – **Need Chairperson or co-chairs for this once a year fundraiser**
- b. Confirm/build planning committee (To date: Mary McArdle, Julie Arnaudo, Nicole Copeland, Rachel Cauteruccio, Stacy Contakos, Denise Giannini, Denise Curley, Shannon Bartlett, Christina Fiske, Robert & Sheila Ornelas, Jason & Gaby Selli, Arnold & Ishie Chan, Wendy & Ann Rasmussen)
- c. Set committee meeting date – **Need to ID a location, general consensus is that a local restaurant would be ideal.**
- d. Coordinate event date with booster groups to avoid conflict – Jen Uter said that Boosters fundraiser will likely be in the held in the winter.

### 5. Action Items & Leadership needs:

- a. Bylaws revisions – Need lawyer volunteer
- b. Database manager – Rachel Cauteruccio volunteered!
- c. D & O Insurance application – Petra S

### 6. Next Meeting

- a. Thursday, June 14, 7-8PM, **location TBD** (the 2nd Thursday of every month)