

Serra High School Foundation, Inc. General Board Meeting Minutes

October 1, 2008

Serra Foundation Mission Statement

Improve the future quality of life in our community through enhancing academic and athletic programs at Serra High School

Serra Foundation Website: www.serrafoundation.org

Present: Liz Adamski, Pat Brennan, Maria D'Amato, Cinda Dahl, Sheri Duncan, Cara Furio, Ritta Foglia, Kim Gotfredson, Paul Gotfredson, Janet Green, Mike Jimenez (Principal), Carole LaBuda, Bo Lee, Barbara Lefkarites, Darla Lopez, Dionne Lozano, Julie Matthews, Diane Miller, Lori Olsen, Jonn Pisapia (Athletic Director), Beckie Ryan, Jeff Thomas (Site Operations Specialist), Diane Tracy, Ginger Tyson, Rob Wright.

Call to order: President Rob Wright called the meeting to order at 6:34 p.m.

Presentation of minutes: Minutes of the 9/3/08 Board meeting were presented. Darla moved to approve the minutes as presented. The motion was adopted.

I. New Business

a. Membership Party:

- Darla reported on the plans for the membership party. The party will be held at the Tyson home on October 18 from 6:30 p.m. to 9:30 p.m. Terra Restaurant and Catering was selected as the caterer after a membership committee taste-test. Invitations were going out by mail by Monday. Darla is sending 201 invitations with 150 for school staff. An estimated cost of the catering is \$1800.00 for 100 people. Board members are strongly encouraged to submit names of invitees to Darla by Monday, Oct.6. She has 70 invitations left. Invited members and guests are asked to RSVP as it is catered. A list can be created for admittance at the door. Darla needs two 8-foot long tables for food and one 6-foot long table for beverages. She would also like to borrow the silver beverage buckets that may be in the Field Hockey snack bar. Sheri Duncan suggested that the money could be saved by having a potluck instead of a caterer. After discussion on the importance of targeting community members who may want to join and that the event is the 20th anniversary, Cara moved to approve the catered party plan. The motion was seconded and adopted. Huge thank you to Darla for all the planning involved in the party and thank you to the Tyson family for offering their home for the event.

b. Treasurer's Report:

- Julie submitted the Treasurer's report, consisting of a balance sheet for 9/30/08 and a P&L year comparison for Jul-Sep '08 & '07, via email and handouts were presented with the agenda. \$26,000.00 is on hand in cash. Julie reported that 70% has already been recouped on the logo wear in one month. The liability item '225 Reserve for Security Lighting' of \$4,400.00 is to reimburse Mr. Jimenez for half of the cost of replacement security lighting agreed upon in the June meeting. Mike will submit a bill for the funds to be disbursed.

c. Grants Committee Report – Fall 2008:

- Paul Gotfredson presented the Grant Committee report. The Grant Committee (GC) approve and funds grants 3 times a year, spending approximately \$10,000.00/period. Grants are submitted in writing, reviewed and approved by department heads and the principal, then forwarded to the GC. At the GC meeting, all the grants are reviewed. The merits of each are discussed along with the intent to balance the grants between

athletics and academics, boys and girls, and funded vs. unfunded sports. If the GC approves a grant of greater than \$1,500.00, it goes to the full Foundation Board for discussion and approval. In prior years an item called 'Principal's Discretionary Fund' appeared. In the past, grants for a principal's fund have been handled at the Board level on an ad hoc basis. The fall 2008 Grant request report follows these minutes. A total of \$9,917.73 was approved and included grants for novels for English, CRES Field trips, transportation costs for Science in the City, transportation for NJROTC, and repairs to PE equipment, drum line uniforms, awards night and the technology fund. Lori Olsen moved to approve the GC report with a second by Carole LaBuda. The motion was adopted.

- Paul reported that the next distribution will be in January. Jonn Pisapia will forward a list of coaches to Paul so that the coaches will be notified regarding grant request deadlines. Some of our coaches are not on the Serra staff.

d. Campus Renovation Projects:

- Rob Wright proposed the idea of retaining an architect to do a concept drawing for the front of the school (admin building) signage and renovation. Proposition S, as outlined on the Serra website, would mean renovation changes for our campus to include turf, bleachers, restrooms, ADA compliance, resurfacing, wiring upgrades, etc. Our drawing could serve as a model for the district architect's particularly when backed up by funding from the Foundation. We are not looking for a major change in architectural style but an enhancement to the school entrance. Rob entertained a number of excellent questions from the floor including how the process moves forward, how the corner project was handled, and how to raise the money for this project. The process entails retaining an architect for \$3,500.00 to create concept drawings, create a subcommittee of Foundation members to tell the architect what we want, review the drawings, have a meeting at school with district representatives and have the district architect review the plan. The district will most likely accept the design if we like it, if it is a good design and if we feel strongly that we can 'sell it' to supporters. As to raising the money, Rob said that we need 10 people to cosign a loan for \$10,000.00 each. If we stipulate that the Foundation gets exclusive rights to the snack bar, that money can be repaid. Darla moved to approve retaining an architect with a second by Ginger Tyson. The motion was adopted.

e. Membership Committee Report:

- Cara reported that we have a rough total of \$14,000.00 in memberships. We have 6 gold sponsors at \$250.00, 84 silver sponsors at \$100.00 and 12 bronze level sponsors at \$50.00. Two new corporate sponsors have signed on, Bloomin' Island and Bell'Agio. Bloomin' Island donated 2 floral arrangements for the raffle at Open House and is committed to donating flowers for the membership party. Bell'Agio is donating \$500.00 in gift certificates for the year and is creating a card for the Foundation members that when shown in the restaurant will give 5% of their bill to the Foundation. Brian McDonald of Adjust Physical Therapy is increasing his corporate sponsorship.
- Cara will look into having a table for Foundation at Oktoberfest on Oct. 11. Kiwanis sponsors the O'fest, controlling the money and the tickets for food and games.

f. Snack Bar:

- Don was unable to attend the meeting. Report deferred to next meeting.

g. Auction:

- Ginger and Bo reported on their site visits. Museums that had been selected were very costly, \$7500.00 alone for the Hall of Champions. The Town & Country has free parking and is offering a good deal but only giving us 3 hours to set up. The Marriott at Liberty Station in Loma Portal has free parking, but is a bit further to drive. Ginger reported that of the 25 people who signed up on her list at orientation to help, only 5 are actually willing to be involved. Dates are still being discussed; March 7 and March 14 are in the running. March 13 is the end of the grading period, so March 7 may be better. Spring break is after the event (April 4-April 12).
- An Auction Committee meeting is being held at Ginger's home on Tuesday, October 7 at 6:30 p.m. to discuss sites and dates.
- A decision on the site and theme should be made at the Nov. or Dec. meeting.

h. Other Matters:

- i. Legacy Wall:** Lori Olsen reported that the kickoff at the membership party is ready; she has a flyer prepared and will speak at the party about the project. She will submit an article to Kim G. for the *Tierra Times* regarding the wall plans. The tile maker is working on test tiles to create our "Conquistador in profile" centerpiece. The large icon has substantial dark areas that are weakening the tiles. Lori met with Doreen Owens to draw the scale model wall. The first wall in the gym will hold 250-300 bricks.
- ii. Alumni reunions:** Suanne mentioned at the last meeting that the Foundation should have a presence at alumni reunions to solicit members and sell tiles for the Legacy Wall. This is an excellent idea and it will be an agenda item for November.
- iii. Guest presentation:** Alex Nguyen, a 1999 graduate of Serra, works for the Mira Mesa Theatre Guild, a 501(c)(3) organization. He proposed a fundraiser for the Foundation utilizing their existing haunted house called Monster Manor. We would need to promote the event via a flyer and we would get proceeds from the tickets. He would email us a flyer personalized for Serra to distribute to students & community members. When patrons visit the haunted house with the flyer, the Foundation would get 100% of the ticket price (\$10.00 each) for each Serra ticket buyer on 10/17 - 10/19, 50% (\$5.00) on 10/24-10/26, and 20% (\$2.00) on 10/28-10/30. Other schools that have used this fundraiser are Scripps Ranch HS, Poway HS and Mira Mesa HS. A check would be sent in December to the Foundation. Bo Lee offered to be the point person for the flyers. Dionne Lozano offered to take flyers to Kumeyaay and De Portola. Rob will make reference check phone calls. Kim moved to utilize this fundraiser with a second by Ginger. The motion was adopted.
- iv. Rec Council report:** Beckie Ryan reported for Norm, the Foundation rep on the Tierrasanta Recreation Council, that it was noted at the Rec Council meeting that the upper field at Serra, at the east end, did not look as good as in previous years due to the usage by Pop Warner.
- v. Class of 2010 request:** The Junior class has asked the Foundation if they could 'work' the snack bar to raise money for their class. After discussion of the pros and cons of that idea, Bo suggested that the class may want to contact AYSO to run AYSO Saturday snack bars to raise money. Other ideas included selling pizzas or ice cream next to the snack bar at a separate table. These items would not compete with the snack bar menu. Lori cautioned that this might set a precedent for future requests to get the snack bar funds by other groups. Rob did not want to nix the idea completely and will need to get more information from the class advisor.
- vi. Kudos to Diane Miller:** Carole LaBuda reported that Diane found a buyer for the currently unused AP History textbooks that the Foundation had purchased. The books were going to be discarded. She recouped ~\$2,000.00 for the Foundation. Thank you Diane!

Meeting adjourned at 8:25 p.m.

Items for follow up

- ✓ Deadline for names for invitations to membership party is October 6 to Darla Lopez
- ✓ RSVPs are required for the membership party. A list will be at the door for invitees only. RSVP by phone or email to Darla.
- ✓ Items needed for the party: 2 8-foot long tables for food, 1 6-foot long table for drinks, silver beverage buckets (from Field Hockey?).
- ✓ Mike Jimenez will submit a bill to Treasurer Julie Matthews to be reimbursed for the security lighting work.
- ✓ The next Grant Committee distribution will be in January. Jonn Pisapia will email a list of all the coaches to Paul Gotfredson so he can notify them of the grant submission deadline(s).
- ✓ A subcommittee needs to be formed to review the architect's concept drawing.
- ✓ Cara will check with the Kiwanis about having a Foundation table at Oktoberfest on 10/11.
- ✓ An Auction committee meeting will be held at Ginger Tyson's home on Tuesday, Oct. 7 at 6:30 p.m. to discuss sites and theme.
- ✓ Bo Lee will handle distribution of the Monster Manor flyer to Serra students via the Serrandipity or other means. Dionne Lozano will distribute the flyer to Kumeyaay and De Portola.
- ✓ No specific action or decision was noted on the Class of 2010 request to raise money for their class and for the Spirit Walk in the 400s hallway.

NEXT MEETING: Wednesday, November 5, 2008, at 6:30 p.m., Serra High School Media Center.

Janet R. Green
Foundation Secretary