

Serra High School Foundation, Inc. General Board Meeting Minutes

December 3, 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

APPROVED

Present: Maria D'Amato, Cara Furio, Kim Gotfredson, Paul Gotfredson, Janet Green, Mike Jimenez (Principal), Allison Kahn, Carole LaBuda, Darla Lopez, Dionne Lozano, Julie Matthews, Diane Miller, Carol Mundell, Don Nacrelli, Lori Olsen, Jeff Thomas (Site Operations Specialist), Diana Tracy, Ginger Tyson, Rob Wright.

Call to order: President Rob Wright called the meeting to order at 6:37 p.m.

Presentation of minutes: Minutes of the 11/5/8 Board meeting were presented. Ginger moved to approve the minutes as presented. The motion was seconded by Kim and was adopted.

I. New Business

a. Campus Improvement: The campus improvement subcommittee consists of Maria D'Amato, Paul Gotfredson, Lori Olsen, Diana Tracy and Rob Wright. Rob reviewed the presentation that architect Brian Paul made at the November meeting for those who were not able to attend. He summarized the design concepts for the entryway at Santo and Porto Court. In addition to the architectural ideas, Mr. Paul has developed a signage proposal for the administration building. His design features raised letters on a bar to mitigate the effect of shadows on the corrugated brick which make the letters hard to read. He also proposed renovating the wood shade structures to remove the deteriorating wood and replace it with fiber cement. Other ideas that need to be addressed are signage at entrances to identify HOME and VISITOR sides of the field and direction maps on the campus. Along with Mr. Paul's ideas, parent Allison Wall, who works at Miramar Sign Works, saw the Foundation minutes and offered a proposal from her company. This signage proposal featured lettering consistent with other lettering styles used on campus. Miramar Sign Works has experience with letter fastening and their design could be bound to the brick with epoxy. Photos of the proposals were distributed to the board members. Rob suggested that the subcommittee meet in December to review the proposals, come to a consensus and make a proposal to the full board at the January meeting.

b. Treasurer's Report:

- Julie distributed a balance sheet and a Profit & Loss YTD sheet. We have \$8,000.00 in the general account. Last year at this time we had \$4,000.00.
- Discussion of the P&L sheet lead into a report by Lori regarding the sale of Legacy Wall tiles. 2 tiles have been ordered with 6 more checks for deposit. Online sale capability from the Foundation website with PayPal feature went live this week. Tile orders can be placed online by completing the form and using a credit card with PayPal. Cost of the project to date is the centerpiece Conquistador. The next cost will be ordering the tiles from BMI. Lori is creating a Thank You letter for donations. Advertising to the Senior Boosters, during basketball season, in the *Tierra Times* and in the *Serra Spirit* is planned. The installation of the centerpiece will hopefully create a demand as basketball patrons see the wall going up.

c. Membership Committee Report:

- Cara reported \$15,000.00 in memberships. Her committee is in the mop-up phase. Membership recognition will be in the next *Tierra Times* and again after the auction. She still needs to contact some of the community sponsors as some pledged money has not come in. She would like an email group created to contact all the Foundation members. The Foundation article about the membership party has been submitted to the *Tierra Times*.

d. Snack Bar:

- Don reported that football season snack bar went well. The football boosters manned the snack bar for the CIF game. All the snack bar merchandise is in his home and in the back of his truck. He asked if any board members had room in a garage to store the items that are in his truck.
- Basketball season begins in mid-January. Kiwanis club will use the gym and snack bar during the holiday break. Merchandise will not be stored during the holiday break.
- The entire Foundation thanks Don for doing the huge job of stocking, cleaning, manning and running the snack bars.

e. Auction:

- The Auction committee announced that March 14 is the date and the Marriott at Liberty Station is the place for the 2009 dinner and auction. Save the date!
- Items such as condo/hotel rooms/airline vouchers are needed for the live auction. Forms are on the website to give to potential donors. 150 solicitations for donations have been sent out.

f. Other Matters:

- Serra Street Scene:** Diana is working on creating a street scene at Serra much like the SD street scene (without the alcohol) as a way for each graduating class to raise money for their graduation. She envisions multiple stages with different types of performers, students would be asked to audition; she is looking at early April and working with Joe Schmidt and his marketing/events mgmt. class. There would be food vendors and gifts/novelty vendors. They would love to attract a headliner group. Event time would be 2:00 pm to 8:00 pm on a Saturday. Suggestions included wrist bands for security, different colored bands for different classes (designate funds by number of entrance bands that are sold) or color coded tickets but same wrist bands. Money for each class would be based on the participation of that class in the event.

Meeting adjourned at 7:30 p.m.

Items for follow up

- ✓ Convene a Campus Improvement subcommittee meeting in December.
- ✓ Advertise the Legacy Wall tiles in *Tierra Times* and *Serra Spirit* (next one folded on 1/30/09).
- ✓ Save items for auction: baskets, holiday presents that can be re-gifted, live auction items.

NEXT MEETING: Wednesday, January 7, 2008, at 6:30 p.m., Serra High School Media Center.

Janet R. Green
Foundation Secretary
12/15/08