

Serra High School Foundation, Inc. General Board Meeting Minutes

February 3, 2010

APPROVED

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, Kim Gotfredson, Paul Gotfredson, Janet Green, Mike Jimenez (Principal), Jen Joyce, Allison Kahn, Barb Lefkarites, Darla Lopez, Julie Matthews, Diane Miller, Enrique Munoz, Don Nacrelli, Jeff Thomas (Site Operations Specialist), Mark Regn, Norm Ryan, Joe Schmidt (ASB Advisor) and Rob Wright.

Guest: Ruth Howell

Call to order: President Norm Ryan called the meeting to order at 6:32 p.m.

Grant Request Presentation: Prior to the meeting agenda, Ruth Howell gave a presentation to accompany a grant request made for the winter grant period of \$7,500.00. Ruth has been at Serra since 2000 as a theatre teacher. In recent years, the drama department has put on a fall play from a modern American or British playwright and a Shakespeare play in the spring. Prior to 2008, there had not been a musical at Serra since 1995. Ruth is working to revive the genre at Serra. Musicals are expensive to produce in large part due to the royalty costs. Two years ago the musical "You're a Good Man Charlie Brown" was produced and its royalty cost was \$4,500.00. Ruth would like to start a Musical Theatre Club (MTC) under the guidelines of an ASB club and create a separate fund to begin an endowment for musicals at Serra. Grant money for the show 'Rodgers & Hammerstein's Cinderella' will be used to pay for the royalty and produce the show with proceeds from the tickets going back into the club endowment fund. \$5,000.00 would cover the royalty and the cost of the production; \$3,000.00 would cover the royalty and some production costs; \$1500.00 would cover the base royalty cost. It would take several years to build the MTC but would get a good start from Cinderella, which could make \$8,000.00 in ticket sales. While costly, musicals can generate a lot of revenue because they attract a wide audience.

I. Old Business

- a. **Presentation of minutes:** Minutes of the 01/06/10 Board meeting were presented by email. Kim moved to approve the minutes as presented. The motion was seconded by Liz and was passed unanimously.
- b. **Treasurer's report:** Julie presented a "cash on hand" report, showing a balance of \$26,346.25 in unrestricted funds. Julie will write a check to Football for \$5,942.00 for their share of the snack bar. The credit card yearly fee is \$175.00. Julie is looking at Chase or another company to decrease the credit card service fee. Chase is charging for bill wrappers and charges for every deposit >\$5,000.00/month. Paul suggested that Costco offers a credit card service but it may require a Costco business account. Janet moved to approve the treasurer's report. Don seconded it and it passed without opposition.
- c. **Principal's report:**
 - i. Mike reported that substance abuse on campus is on the rise. Serra will be contracting with a company that specializes in school searches with drug-sniffing dogs.
 - ii. There will be a parent education night on Feb.9 at Serra.
 - iii. Mike has to turn over all his email records to the district even if 'copied to'.
 - iv. Jeff reported on the WASC visit preparations. The first draft of the document is done and has been submitted. Jeff will email a link to the document for parents to

read. The action plan at the end of the document mentions partnering with the Foundation to start an alumni association.

- v. Jeff reported on the new mission statement found on the bottom of the main page of the Serra website: “ *The mission of Serra High School is to provide rigorous, relevant, standards-based curriculum that will prepare our students to be responsible citizens and productive members of the 21st century workforce.* “
 - vi. As part of the Focus on Learning process, Serra's Expected School wide Learning Results (ESLRs) have evolved into the Serra High School Goals. We have named these goals The Q5. Posters have been made listing the Q5.
- d. **President's report:** Norm reported that the pressure washer is being purchased and delivered on 2/4/10. Norm had T-shirts courtesy of ASB with a “Gold Rush” theme.
- e. **Campus Improvement:**
- i. Rob visited the corner project with Mark and discussed a facelift for the corner. Rob distributed a bid from Treebeard Landscape for planters along Santo, planters next to the sign, and for the lawn along Tierrasanta (TS) Blvd. Rob mentioned the tree height difference on the 2 sides; he may get another bid for taller trees for the TS Blvd side to match the existing tall trees.
 - ii. Mark has been working on the electrical to get full illumination on the trees. We need to reimburse him for out of pocket costs for light bulbs.
 - iii. The paved Conquistador logo is faded; it was originally made of painted concrete. Rob distributed a bid from Melhorn Construction for restaining of the logo, repainting the wrought iron fence and repainting the wood beams. The fence needs a special painting process.
 - iv. Enrique moved to spend \$445.00 for new sod on the TS Blvd side, \$50.00 for weed removal and over seeding on the Santo Rd side, and \$50.00 to reimburse Mark for expenses on refurbishing the lights. Paul seconded the motion and it passed unanimously.
 - v. A question was raised on the maintenance of the lawn and the trees. Norm suggested that we email Jan Eby, the open space coordinator for Tierrasanta, which pays Treebeard for open space maintenance (jeby@sandiego.gov).
- f. **Legacy Wall:** Don reported that the tiles have been installed. The memorial tiles are close to the logo and are together. Carol Mundell donated a \$100.00 tile for the auction. The wall, as laid out currently, has spots for 120 more tiles. The last date to order this year for a tile to be displayed is the end of March. There is an 8 week turnaround from the manufacturer. It should be advertised in the bulletin. Several classrooms are going to buy a tile, such as Dr.Senegar's Biotech class.
- g. **Snack Bar:** Jen reported that sales during the basketball games were slower than expected, quite a bit less than \$1,000.00. Steve Baker, the AP Coordinator, suggested that the Foundation open for a Saturday seminar at Serra of the district GATE/AP teachers. We served grilled burgers, teriyaki rice bowls and veggie rice bowls and made \$300.00. A banner advertising the “Serra Foundation” as snack bar sponsor would be great for next year.
- h. **Membership:** Allison had no report

- i. **Correspondence:** Janet distributed mail. Albertson's is discontinuing the Community Partners program in lieu of a 'gift card' sales program.

II. New Business

a. Auction: **SATURDAY, MARCH 13!** CARRIBEAN NIGHTS

- i. Darla reported that Duke Sobek sent out 19 letters to hotels for donations.
- ii. High end restaurant requests are needed; many restaurants are cutting down.
- iii. Darla did get response from Inn at RSF and Courtyard Marriott for hotel stays.
- iv. Darla asked if she could borrow 9-10 six foot tables from the school. The church has 9 but we need more. Jeff will check with Carlo.
- v. Darla asked Jeff to begin advertising on the marquee.
- vi. Darla needs to pay ASB \$200.00 for 2 sets of couple's prom tickets for prom package baskets. Joe suggested that Darla talk to Chi about the purchase.
- vii. Joe offered that a friend of his would be able to donate a lettermen jacket.
- viii. Darla would like to do a phone tree in a couple of weeks to all Serra families.
- ix. Feb. 15 is the mail date for 1,100 invitations to the event. There are ~150 staff mailboxes.
- x. Marti Emerald can not donate Padre tix, but Carol M. bought behind-the-plate tickets to auction off.
- xi. Darla would like Norm to review the contract with the Chinese Comm.Church before she signs it.
- xii. We are short on 'live auction' items. Please approach your contacts about items for the live auction. A custom banner from MSW and a Thai cooking class are in the works.
- xiii. Perhaps Ruth Howell could give a pair of Cinderella tickets for the auction and the students could perform a number from the musical.
- xiv. Darla would like a list from Mr. Jimenez on 2-3 items for live auction for Serra program endowments.
- xv. Thank you to those BOD members that brought baskets, fillers and wine!

b. Grant Committee: Paul distributed the 2010 winter grants report. This period saw another record number of requests at a value of \$37,000.00. See the grant report for specifics. A total of \$9,496.86 was granted. Rob moved to approve the grant committee report and grants made. Jen seconded the motion and it passed without opposition. After discussion of the Musical Theatre Club grant, Don moved to approve an additional \$2500.00 for the MTC with a second by Rob. The motion passed unanimously.

c. EScrip: No report.

d. Farmer's Market: Cara is unable to take on the task of starting up the Farmer's Market. If there are no Foundation volunteers who would like to take on the task, Joe Schmidt of ASB would like to do it.

III. Adjournment: The meeting was adjourned at 8:30 p.m. A field trip to Legacy Wall followed the adjournment.

Motions passed

- ✓ Approval of 01/06/10 minutes as presented. Approval of Treasurer's report.
- ✓ Approval to spend up to \$445.00 to re-sod the TS Blvd. side of the corner, \$50.00 to weed and over seed the Santo Rd side and \$50.00 to reimburse Mark Regn for corner lights.
- ✓ Approval of the 2010 winter grant report with grants approved.

- ✓ Approval to grant \$2,500.00 to the new Musical Theatre Club to begin an endowment for producing a musical each year at Serra.

Items for follow up

- ✓ Jeff will email a link to the WASC document for the BOD to read.
- ✓ Campus Improvement or Norm will email Jan Eby re: corner maintenance.
- ✓ Legacy Wall tile installation and order deadline for this year should be advertised in the Serra bulletin.
- ✓ A banner for “snack bar brought to you by Serra Foundation” would be great.
- ✓ Jeff will check with Carlo on lending 9 or 10 six foot tables for Auction dinner.
- ✓ Darla will send Jeff an email to advertise on the marquee for Auction dinner.
- ✓ Darla needs to buy 2 sets of prom tickets from ASB for prom baskets.
- ✓ Joe Schmidt offered to donate a lettermen jacket provided by a contact.
- ✓ Darla will do a phone blast to all Serra families for the Auction dinner.
- ✓ Everyone needs to scrutinize their contact list for live auction items.
- ✓ Mr. Jimenez needs to give Darla 2-3 items for live auction for Serra endowments.

NEXT MEETING: Wednesday, March 3, 2010 at 6:30 p.m. in the Media Center

Janet R. Green
Foundation Secretary
2/10/10, 2/23/10, 2/24/10