

LAS VIRGENES UNIFIED SCHOOL DISTRICT

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BOARD OF EDUCATION

ANGELA CUTBILL

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LINDA MENGES

LESLI STEIN

MATHY WASSERMAN

DANIEL STEPENOSKY, Ed.D.
SUPERINTENDENT

**LAS VIRGENES UNIFIED SCHOOL DISTRICT
THE FOUNDATION COMMITTEE MEETING
November 4, 2019**

Present: Linda Menges, Board Representative
Mathy Wasserman, Board Representative
Dr. Daniel Stepenosky, Superintendent
Dr. Rose Dunn, Assistant Superintendent - Personnel
Karen Kimmel, Assistant Superintendent - Business
Jeannie Abraham, The Foundation - President
Allison Geld, The Foundation - Administrator

Absent: Mark Madnick, The Foundation - Vice President
Dan Schwartz, The Foundation - Treasurer

The meeting was called to order at 10:06 AM at the Las Virgenes Unified School District, 4111 Las Virgenes Road, Calabasas, CA.

2019/2020 Annual Appeal

Ms. Abraham provided an update on the back to school registration fundraiser and said that \$12,580 has been raised, which is greater than last year. She said the Foundation is considering organizing a phone banking campaign in February 2020.

Ms. Kimmel requested that the timing be coordinated with the district office which may be working to have a ballot measure passed in March and may also be coordinating a phone bank.

Ms. Wasserman requested a list of all fundraising events which are taking place at schools throughout the District in order to coordinate all the booster club "Asks".

2019/2020 Fundraising Events

Ms. Abraham reported that the fall Bingo event raised \$831 and the summer Bingo raised \$1,170.

She said the fall photography fundraiser has raised \$1,890 so far and may bring in more depending on the number of packages sold. She said there may be a spring photography fundraiser as well.

She said Synergy Academics donated \$1,000 to be a sponsor at the Carnival and the Foundation is waiting to see if they will be making additional donations based on the number of students who signed up for tutoring.

She said Mont Blanc is opening a new store at the Westfield Shopping Mall and will donate 10% of their November sales to the Foundation.

She said the Foundation's board is considering a poker tournament in January 2020. Finally, Ms. Abraham said the online auction will go live in February/March 2020. She said last year's auction raised \$38,000. She said she has received feedback that the community would like to have some element of an auction at The Event. She said this year there will be an online auction to accommodate camps and other time sensitive auction items and select items will be held for a smaller auction at The Event.

Update: The Event

Ms. Abraham said the board is considering a change in venue, partly due to the fact that the City of Calabasas may no longer allow the sale of alcohol on the street. She said the Sagebrush Cantina is being considered as one possible option and that the ticket price can be reduced to hopefully increase attendance. She said the event will be private and closed to the public, and will include an auction.

Update: The Carnival

Ms. Abraham said the board hopes to offer a beer garden and DJ at this year's Carnival. She said the Carnival will take place the weekend after Labor Day.

Community/Business Outreach

The Committee discussed the focus of allocation of funds and the possibility of a dual focus. The Committee also discussed working with a consultant to help with fundraising and developing relationships with new corporate donors.

Ms. Wasserman asked if a mailer was sent to all the real estate agents in the community.

Finally, the Committee discussed having a special recognition for "Friends of The Foundation".

Next Meeting

The next Foundation Committee meeting will take place February 3, 2020 at 10:00 AM

The meeting adjourned at 10:57 AM