



LAS VIRGENES UNIFIED SCHOOL DISTRICT
THE FOUNDATION COMMITTEE MEETING
September 13, 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
Mark Madnick, The Foundation - Vice President
Dan Schwartz, The Foundation - Treasurer
Allison Geld, The Foundation - Administrator

Absent: None

The meeting was called to order at 10:08 AM at the Las Virgenes Unified School District, 4111 Las Virgenes Road, Calabasas, CA.

Back to School Registration Packets

Mr. Schwartz introduced himself as the new treasurer for the Foundation.

Ms. Abraham stated that the Foundation requested a \$50 per family donation during back to school registration. She said the Foundation was appreciative of the Board of Education members' participation and help at various school sites on the first day of school. She said she believes there could have been even greater dollars raised had there been more volunteers at Foundation tables at all school sites during back to school day.

Mr. Schwartz reported that the schools with the greatest amount of donations were A.E. Wright Middle School, which donated \$2,000, and A.C. Stelle Middle School which donated \$200. He said a total of \$12,500 was raised among all schools during back to school. He added that last year's back to school donations totaled \$8,400 with the best year having totaled \$13,000.

2019/2020 Carnival

Ms. Abraham said the Carnival had another successful year having raised \$40,000, which is on par with last years' fundraising total. She said there were no major issues to report and the three day event ran very smoothly.

Mr. Schwartz added that additional security was hired for the weekend.

Ms. Abraham said the Foundation board is discussing including an auction at next year's carnival which will provide additional interest for parents.

Mr. Madnick said the return on investment for the Carnival is worthwhile and the Foundation continues to explore new components to increase the profit margin for next year.

Dr. Stepenosky said he received feedback during his Superintendent's Discussion Council meeting that the online ticket sales were the preferred method for ticket sales.

Mr. Madnick said he has received feedback from Chaparral Elementary School and other schools that they would be interested in having a booth at the Carnival.

Dr. Stepenosky said in the past the Foundation Committee discussed setting up a beer garden where adults could enjoy the day/evening.

Mr. Madnick agreed that the key to greater attendance and sales is to get people to stay longer.

Dr. Dunn suggested a stage for students where students would perform with parents in the audience.

2019/2020 Annual Appeal

Ms. Abraham said the Foundation is discussing a possible January/February appeal letter where families who donate over \$1,000 would receive an additional incentive.

She said Bingo will be taking place at the Calabasas Commons on October 13 from 4:00 - 6:00 PM and tickets can be purchased online at thefoundationlvs.org at a cost of \$10 per card.

2019/2020 Fundraising Events

Ms. Abraham said the Event will take place May 30 and the Foundation board is actively looking for an event chairperson.

She said the fall photography fundraiser will take place in the month of October and that the board is discussing a possible golf tournament.

Finally, Ms. Abraham said Synergy Academics, was a Carnival sponsor, distributed their flyers indicating 20% of signup fees would be donated to the Foundation. He said the flyer will also be circulated via social media.

Dr. Stepenosky requested that the flyer be provided to the Board of Education who can send out via their own social media channels.

Community/Business Outreach

Mathy Wasserman suggested reaching out to local realtors requesting them to include a link to the Foundation website for a donation when they are promoting and selling homes within the District.

Next Meeting

The next Foundation Committee meeting will take place November 10, 2019 at 10:00 AM

The meeting adjourned at 10:31 AM