



LAS VIRGENES UNIFIED SCHOOL DISTRICT
THE FOUNDATION COMMITTEE MEETING
June 10, 2019

Present: Linda Menges, 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
Deanna Glassberg, The Foundation - Advisor
Jayne Polan, The Foundation - Administrator

Absent: Craig Berman, The Foundation - Secretary
Mathy Wasserman, Board Representative

The meeting was called to order at 2:02 PM at the Las Virgenes Unified School District, 4111 Las Virgenes Road, Calabasas, CA.

The Event Report

Ms. Glassberg said the Event and online auction combined grossed approximately \$100,000, of which \$24,000 can be attributed to the live auction. She said the video presentation at the event was well received and the attendees had a great time. The Committee discussed ways to increase parent/community participation and possible ways to bring down the cost of production. They discussed the positive feedback they have received with the general consensus being that this year's event was the best event to date. The Committee discussed alternative venues for next year's event.

Mark Madnick said the Foundation's board will do a cost analysis of the event and make adaptations and necessary changes. He said board members have begun attending PFA/PFC meetings and will continue to do so into the next year to help the community understand the positive fiscal impact the Foundation can have for our District. Finally, the Committee discussed the success of the auction both on line and at the event. Ms. Glassberg added that having the auction online is more profitable in part due to having a larger online audience.

2019/2020 Fundraising Events

Ms. Glassberg said the events could generate a lot more money if we offered major sponsorship opportunities.

Ms. Abraham said the next Foundation event will be Bingo and will take place June 23 with upcoming events being the fall photography sitting and possibly a poker event.

Back to School Registration Packets

Ms. Abraham said the Foundation has prepared an electronic back to school registration flyer to be included as part of the checklist of items required on Aeries as well as having the flyers distributed at Foundation tables during back to school registrations.

Community/Business Outreach

Mr. Madnick said there are three new prospective Agoura residents who are interested in joining the Foundation's board.

Ms. Abraham said the board is discussing ways to acknowledge businesses which have sponsored the Foundation, a window decal being one of the options.

Ms. Kimmel asked if there is a dedicated person working on community outreach.

Ms. Glassberg announced she will be stepping down from the board and will continue to be available to the Foundation as an advisor.

Mr. Madnick said he will continue to work with Director of Education and Leadership, Ryan Gleason with regard to how the Foundation can best support the District's counseling program and Community 360.

Next Meeting

The next Foundation Committee meeting will take place September 13, 2019 at 10:00 AM

The meeting adjourned at 11:16 AM