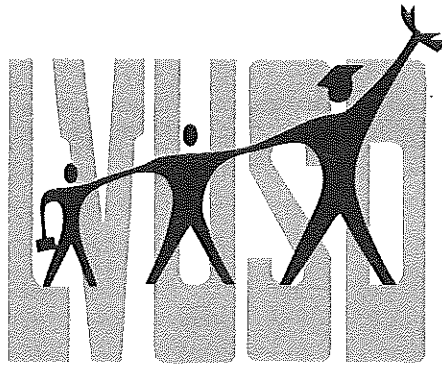


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LAS VIRGENES UNIFIED SCHOOL DISTRICT
THE FOUNDATION COMMITTEE MEETING
September 17, 2018

BOARD OF EDUCATION

ANGELA CUTBILL

DALLAS LAWRENCE

LINDA MENGES

LESLI STEIN

MATHY WASSERMAN

DANIEL STEPENOSKY, Ed.D.
SUPERINTENDENT

Present: Linda Menges, Board Representative
Lesli Stein, Board Representative
Dr. Daniel Stepenosky, Superintendent
Karen Kimmel, Assistant Superintendent - Business
Jeannie Abraham, The Foundation - President
Mark Madnick, The Foundation - Vice President
Deanna Glassberg, The Foundation - Advisor
Carole Gilligan, The Foundation - Treasurer
Alexis Arinsburg, The Foundation Board Member
Jayne Polan, The Foundation - Administrator

Absent: Dallas Lawrence, Board Representative
Dr. Rose Dunn, Assistant Superintendent - Personnel

The meeting was called to order at 10:04 AM at the Las Virgenes Unified School District, 4111 Las Virgenes Road, Calabasas, CA.

2018-2019 Carnival Update

Linda Menges stated that the Carnival is gaining momentum throughout the community and that Jayne Polan did a great job coordinating the event.

Jayne Polan reported that the new layout of the Carnival seems to work well and that with each event they are making adjustments for the following year. She said that next year's changes will include; placing more banners throughout the Carnival for identification, placing more safety barriers, securing a water sponsor, and having a PA system in place for periodic announcements. She said that the high school student volunteers and the hired security company did an amazing job working with the crowds.

Deanna Glassberg highly recommended Entourage Security Management and said that the event is doing very well at the Whizin Center in Agoura Hills.

Carol Gilligan provided an update on the Carnival's finances despite there being fewer sponsors.

2018-2019 Annual Appeal

Deanna Glassberg said that the spring appeal did not go out to the PFA/Cs in the spring and subsequently did not get included in many of the Back to School Asks. She said that Craig Berman and Mark Madnick will work directly with PFA/C representatives to coordinate future appeals.

Mark Madnick said The Foundation's Board is working hard to strengthen and develop strategies for greater giving and to create widespread enthusiasm throughout the community.

2018-2019 Fundraising Events

The Foundation's new Board president, Jeannie Abraham, said that The Foundation Board is weighing the pros and cons of changing The Event date to the fall. She said The Event will continue to take place in the same location and will be an evening event on a Saturday night. She said if the date does get changed to the fall, then pre-sale tickets could be sold at Back to School events and at the Carnival to carry on the momentum and enthusiasm. She said the Board discussed conducting the silent auction in February in advance of our schools in order to have greater interest in camps and local opportunities. She said that the live auction will continue to take place at The Event.

Finally, Jeannie shared that Peachwave Frozen Yogurt is a new business in the community and has asked to do a fundraiser with The Foundation.

Community/Business Outreach

Carol Gilligan said that The Foundation's Board is reviewing administrative costs.

Deanna Glassberg said that The Foundation needs to host more small community fundraisers such as restaurant nights with The Stand and the Soul Cycle fundraiser.

Lesli Stein said that having more fundraisers throughout the year increases exposure for The Foundation.

Deanna Glassberg asked about the District's Community 360 Day to be held in March 2019 and how The Foundation could participate and generate revenue.

Dr. Stepenosky said that Durham School Services and Rachlin Partners would be great sponsors for various The Foundation events throughout the year.

Lesli Stein suggested contacting the 20 largest companies in the area for a community roundtable.

Linda Menges suggested a decal given to participating business to display in the their front window.

Board Development

Deanna Glassberg said that Craig Berman and Mark Madnick who are both attorneys will be staying on the Board and that their expertise in negotiations has been a great asset. She said Carole Gilligan will continue as Treasurer during the transition to

Antasha Lange and that Rich Lopez has stepped down from the Board due to his other commitments.

Deanna Glassberg said that if representatives from every school attended The Foundation meetings and participated in some capacity there would be greater buy-in and cohesiveness. She also said that The Foundation needs work on greater engagement from the Agoura Hills and Westlake communities.

Lesli Stein suggested The Foundation board members attend PFA meetings and discuss parent participation on a larger scope beyond their school site.

Next Meeting

The next will take place November 5, 2018 at 10:00 AM

The meeting adjourned at 11:04 AM