

LAS VIRGENES UNIFIED SCHOOL DISTRICT  
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**BOARD OF EDUCATION**

ANGELA CUTBILL

DALLAS LAWRENCE

LINDA MENGES

LESLI STEIN

KATE VADEHRA, M.D.

DANIEL STEPENOSKY, Ed.D.  
SUPERINTENDENT

## THE FOUNDATION COMMITTEE MEETING

May 11, 2023

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**Present:** Lesli Stein, Board Representative  
Linda Menges, Board Representative  
Dan Stepenosky, Superintendent  
Steve Scifres, Assistant Superintendent of Human Resources  
Mark Madnick, The Foundation President  
Monica Parmar, The Foundation Vice President  
David Rice, The Foundation Treasurer

**Absent:** None

The meeting was called to order at 2:00 p.m.

President Mark Madnick introduced CPA David Rice to the group and announced that he will join The Foundation as their new Treasurer. Mr. Madnick summarized plans for the 2023 The Event. He stated that ticket sales for The Event are live, and although ticket sales are slow, they are hearing very good feedback. The ticket platform they are using this year will blend seamlessly with the auction and donation site.

Board Representatives Lesli Stein and Linda Menges commented on emails received from Handbid, a mobile bidding and auction site. Mr. Madnick responded that the emails could be an acknowledgement of their registration, but they will confirm. Mr. Madnick and Ms. Parmar continued to share details regarding offerings this year at the event and commented on ticket prices and potential offers for staff. Mr. Madnick announced that they have invited the Agoura High School Jazz Band, Calabasas High School's Uninstrumental, and the winner of the Battle of the Bands, Primi, to perform this year. Upon completion of the live performances, a DJ will follow to provide music for the remainder of the evening. Ms. Parmar added that the students are very excited to participate, even those who have recently graduated are thrilled to participate. Mr. Madnick reported that he had reached out to the CHS Culinary Department but they were unable to participate as the event is during their Senior week activities.

The committee discussed various ticket offerings for administrators and staff. Mr. Madnick

explained that they have worked hard to offer tickets at a reasonable price for families. The price of the tickets will not provide much profit, the profit is primarily generated by the auction and sponsorships, along with some donations. Ms. Parmar commented on the various costs to host an event of this nature, many of which most people may not be aware of. The committee discussed an equitable option to provide tickets to staff at a reasonable rate. Dr. Stepenosky suggested an email to staff from The Foundation with contact information in case they have questions regarding tickets and any discounts offered.

Mr. Madnick reported that sponsorships are very strong so far, they are currently at \$63,500 in sponsorships. He estimated that last year sponsorships were at \$68,000, but they have four more spots left at \$3,000 each for this year, and they also have a larger sponsorship still available. Ms. Parmar added that they will not set up the vendor tables as they did in the previous year which did generate small amounts totalling close to \$1500. President Stein suggested additional business partners who may be interested in sponsoring the event.

Dr. Stepenosky reported that he reached out to LVUSD parent and actor Jerry O'Connell has agreed to participate in the Event to support the District. Mr. Madnick shared that Mr. O'Connell has also donated very exciting auction items and commented on an additional auction item offered by a former French Laundry chef to create a special gourmet meal for a party of six. He shared additional auction items that will be available such as artwork and vacation packages. The committee discussed other unique auction items. A local school offered a puppy, in their live auction. The committee agreed that if they pursued that option, they would look for a rescue puppy that needed a home, and would also donate a portion to the shelter to help other animals. Ms. Parmar shared that they have relationships with various rescues and will investigate the possibility. Mr. Madnick summarized that the procurement of auction items is going well, they have collected more than 50 items to date, and they may also have some consignment items available.

Mr. Madnick shared that the City of Calabasas will sponsor the event again and have offered to display their banners throughout the city. The City will also provide the Dial-a-Ride and Trolley for the evening. Mr. Madnick added that they are also considering an activity that would encourage competition to support the schools, possibly at the elementary, middle and high school levels. The committee discussed various options that would benefit the schools and prizes that would appeal to each level. Ms. Menges shared information regarding a previous event she attended and the activities they provided.

Ms. Parmar stated that they have reached out to Pedalers Fork to participate in the event and will be meeting with them in person. The committee discussed various options for desserts and prizes for the evening. The event this year will use a smaller footprint at the Sagebrush Cantina, not the entire restaurant as in the previous year. Ms. Parmar shared that the owners have redesigned the area to be used and now have an official event space which is very spacious with a beautiful bar. Mr. Madnick reported that they will be renting the space from Sagebrush and the main dinner will be provided by an amazing sushi vendor. He shared that his goal for the Event to raise enough funds to donate \$100,000 to the District.

The committee discussed the various sponsors and supporters of the event. President Stein offered to reach out to the rest of the Board regarding participation on the event. Committee

discussion followed regarding current and potential sponsors. Mr. Madnick shared that they are still waiting for responses from a few potential sponsors. Some sponsorships are still available at \$2500-3000. Dr. Stepenosky shared suggestions for prizes that would appeal to the high school level and President Stein suggested options for the middle school level.

Mr. Madnick concluded the discussion and shared that The Foundation Board is meeting weekly to plan the final details of the event. He also announced that they have booked The Carnival for Labor Day weekend, the first weekend in September. They added that they may have to look for a different venue next year as Whizins is planning to put in Tesla charging stations which would impede the footprint of the carnival.

The meeting adjourned at 3:10 pm