

**Lewis Center Foundation
Minutes
May 7, 2019**

1. **Call to Order:** Marcia Vargas, Lewis Center Foundation Chair, called the meeting to order at 9:25 a.m.
2. **Roll Call:** Lewis Center Foundation Members Charity Frash, Buck Goodspeed, Umang Patel, and Marcia Vargas were present. Member Espy Mayoral was present by phone, but not able to vote as her location was not posted.

Lewis Center Foundation Member Desiree Burgnon, Tyler Jaramillo and Armando Quintana were absent.

Staff members Teresa Dowd, David Gruber and Lisa Lamb were also in attendance.

3. **Public Comments:** None
4. **Special Presentations:** None
5. **Consent Agenda:**
 - .01 Approve Minutes of April 9, 2019 Regular Meetings
 - .02 Approve 2019-20 Lewis Center Foundation Board Meeting Calendar

The Consent Agenda was not approved, as a quorum was not present.

6. **Discussion/Action Items:**
 - .01 2019 Annual Gala – Marcia thanked everyone for their work to make the 2019 Annual Gala a success. We made about \$20K profit. Marcia also expressed her gratitude to Michael Clark for the artwork and work on the invitations and programs, as well as Steve Bailey for taking photos. We will begin planning the next gala after the golf tournament. The date is scheduled for May 15, 2020.

Pros:

- fun evening
- selfie booth
- mystery box prize
- band
- \$ made on drink tickets
- lower costs

Cons:

- auction – not being able to bid by phone, announce winners, talk it up and make it exciting during event
- timing - other events happening at the same time
- e-vite not sufficient, need to mail invitations
- need to update contact list
- credit card payments – David will look into Square and other alternatives – need to be able to swipe card
- tighten up committee assignments
- student help needs direction

Ideas for next year:

- more donors and sponsors
- review sponsorship levels – i.e. \$1K sponsorship = 6 tickets and business card size ad
- more attendees outside of staff and board members
- reach out to vendors
- promote to parents, including a banner at pick up area at each school – inform them of what it's for
- include 1 drink ticket with registration
- masquerade theme?

.02 PR/Marketing Position – Lisa noted that not having LCER PR/Marketing position is a huge hole we need to fill. We need someone to tell our story, coordinate marketing, promote our waiting lists, update social media accounts, cultivate donors, etc. Grant writing could be a secondary function. We are looking at a full time position that would cost about \$70K including salary and benefits. The LCER is asking if the Lewis Center Foundation would support this position from unrestricted funds. The recommendation is \$15K next school year, and \$10K annually after that. We will bring this back as an action item to the next meeting.

.03 Lewis Center Marketing Ideas and Platforms – Ideas were discussed such as both schools branded as “*A Lewis Center School*” on signage, the web page, etc. The new PR position can help with this. We also need up to date marketing materials.

.04 2019 Golf Tournament with Victor Valley Chamber – We are meeting with Victor Valley Chamber today regarding the golf tournament and will bring information to the next meeting.

7. Information Included in Packet:

- .01 Lewis Center Foundation Financial Reports
1. March 2019 Foundation Balance Sheet
 2. March 2019 Foundation Savings Report
 3. Donations – 2018-19

8. Board/Staff Comments:

- .01 Ask a question for clarification
- .02 Make a brief announcement
- .03 Make a brief report on his or her own activities
- .04 Future agenda items – approval of financial commitment to PR/Marketing Position

9. Recommendations to the LCER Board: Inform of 2019 Annual Gala proceeds, the golf tournament, and financial commitment to PR/Marketing position.

10. Adjournment: Marcia Vargas, Lewis Center Foundation Chair, adjourned the meeting at 10:40 a.m.